PRIMISTRATERS' INK

Vol. CLXXI, No. 6

NEW YORK, MAY 9, 1935

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THE School

Arr and advertising critiques hail the new Cannon Towel advertisements, appearing in color in class magazines, as an inspiration. We modestly accept the praise, but submit that they were planned with cold and scientific precision.

We sought to cover, more completely than ever before attempted, every approach to a woman's thinking and feeling in matters pertaining to towels and their use. It may be interesting to examine some of the steps that led to this happy result.

The illustrations—They should hold up a mirror as a first lesson in charm. They should invite self-analysis. They should suggest the beautiful all-over complexion and its proper care. They should be daring (for advertising) but modest and natural (to readers).

The copy — Let this be a series of Towel Talks, editorial in style, each covering one special subject, descriptive but personal, much



information and little direct selling.

The merchandise — Keep the product apparently incidental yet most striking by contrast, small in size but large in effect.

Perhaps, after all, this was an inspiration, if that means being as completely absorbed in your client's business as if it were your own.

N. W. AYER & SON, INC.

Advertising Hendquarters: Washington Square, Philadelphia New York • Boston • Chicago • San Francisco • Detroit London • Montreal • Buenos Aires • São Paulo

ended



"I'm the inquiring reporter—how are you finding conditions in lowa?"

Advertisers make rich hauls in the nation's No. 1 market through the more than quarter million circulation of The Des Moines Register and Tribune among the top-third of lowa buyers—40% state coverage at the lowest milline rate in lowa.

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Vol. CLXXI, Entered as a

PRINTERS' INK

NEW YORK, MAY 9, 1935

This Week

MR. BRADBURY becomes of-

Back in February, he addressed a few remarks to the ladies—remarks touching on the advantages the ladies enjoy under a capitalistic economy that advertises.

Since then, the ladies have been talking back; and so have some of their husbands. And this week, Mr. Bradbury—first name, Amos—gets his dander up and goes back at 'em.

All right, he says, all right! Stop all advertising. Stop all selling. And you'll bring about in his country the most God-awful smash anybody ever heard of.

The profit system? Let pink professors call it what it is, and they'll find in it less to criticize, less to view with alarm. Let them call it the wage system.

Mr. Bradbury holds forth in the lead-off position.

Around four points of strategy, Westinghouse centers its magazine program for refrigerators. Roger Bolin, of the advertising and merchandising department, specifies the points, explains the importance of each, and tells how the program dovetails into a pattern of increased sales.

Many salesmen don't know when to stop talking. They lack terminal facilities. Laying down ten commandments for salesmen, Harry Simmons does not forget cloture.

What kind of copy—news, educational, merchandising, competitive, general, or what? Answer that question, and you've helped yourself well along the way toward compiling your A, B, C schedule for newspaper advertising. On this subject this week we hear from Leonard Gessner, vice-president of the Fitzgerald agency.

What's behind this craze for cutouts? Why did General Foods cut out its cutouts of soldiers? P. I. surveys the cutout scene—in fact, traces the current epidemic back to the days when pictures came with Ask Dad He Knows what. Merchandisers find that cutouts and "story" packages are potent aids in boosting volume.

In a famous advertisement, Theodore F. MacManus wrote: "In every field of human endeavor, he that is first must perpetually live in the white light of publicity." In P. I. this week, Nelson W. Millard writes: "When a line reaches the top, more than ever it requires consistent effort to keep it there." Mr. Millard describes how the toiletry business of Bourjois has been caused to grow by treating perfume as if it were a family tree.

For the first time—and the only time—P. I. presents this week the detailed figures on which are based the P. I. Advertising Index charts. First appear the figures of the General Index of Advertising Activity, combining the indexes of five different types of medium. Then follow the index figures for newspapers, magazines, radio, farmpaper and outdoor advertising. Incidentally, April's magazine linage was higher by 5.6 per cent than was April's of 1934.

Without hatchets, without vivid, cut-away portraits of the pickled insides of long-standing alcoholics, the Council for Moderation launches a broad-scale effort to in-

culcate temperance into Americans. The method: "A long campaign of education for moderation, temperate living, and the balanced life."

Advertising isn't mysterious. Roy S. Durstine points out that it is merely the act of "telling a great many people about something in the quickest possible time at the lowest possible cost." Only its critics find advertising dark and complicated and devious. Offering a challenge to all snipers, admitting advertising's faults, Mr. Durstine dares somebody to find something better. He signs his name—and address.

But under rulings announced last week by SEC, advertisers of securities needn't always tell all. Financial advertisers are gratified, not because the new rules will permit higher and wider and handsomer hoodwinking, but because they'll permit advertising at all.

Another "invisible product" advertises. Eschewing erstwhile modesty, Sanforizing comes out in the open.

Manufacturers who constitute the range section of N. E. M. A. expect 200,000 range sales in 1935; and rumor foretells that the electric range soon will move into the national-advertising spotlight *** NuFome, a new cleaner, having entered the New York market, is spreading Westward * * At last, the perfect salesman! He works by remote control. He's the new electrical hillbilly of S. C. Johnson & Company.

The campaign this year of the All-Year Club of Southern California should succeed, being based on previous best-pulling advertisements.

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That Artgravure advertising pays a profit in the Providence Market is evidenced by the impressive list of local merchants who have used it for ten years or more.

Through long experience these advertisers have learned well the fact that extra reader attention value of Artgravure brings extra demand for their varied products.

To win more sales for your product in this active market follow the lead of these local merchants. Use Artgravure in Providence.

The wide circulation (now 95,025) of The Providence Sunday Journal throughout New England's Second Largest Market gives you a milline rate of \$2.95 the most favorable gravure rate in New England.

The Providence Sunday Journal

Come In!

THE 1935 Consumer Analysis of the Greater Milwaukee

Market, shows that families here have expressed the intention to buy the following articles in 1935:

7,207 electric refrigerators....7,949 cooking ranges....7,937 electric washing machines....
7,577 radios....6,441 auto radios....18,382 auto batteries. And 2,218 families expect to buy or build homes while 29,569 expect to make alterations or improvements in their homes.

Here's a ready-made market for many advertisers, and the Consumer Analysis points out sales opportunities in many other lines. If you are planning a test campaign, remember that the twelve editions of Consumer Analysis offer the most comprehensive study of consumer buying habits available anywhere. It makes Milwaukee the ideal try-out market.

THE MILWAUKEE JOURNAL

O'Mara & Ormsbee, Inc. New York Chicago Detroit Los Angeles San Francisco

Mr.

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PRINTERS'

Getting Offensive

Mr. Bradbury Tells the Ladies and Others Why Selling and Advertising Are Important

By Amos Bradbury

EVER since I addressed the ladies through these pages,* I've been getting letters from them and their husbands. It wasn't exactly fan mail. A few did say nice things, others took swings in my direction.

When I told that particular woman's club that the only reason they were able to meet to take a crack at advertising, about which they knew nothing, was because of the added leisure advertising had produced for them, it was the truth. Ladies don't always care for it. They all took too much for granted,

told them. Things like garbage pails that open when you push your foot on a lever, sinks of the right height, dishwashers, oil furnaces, canned soup, electric refrigerators and fly-killing sprays, all made possible and made known by advertising.

Now I want to go a step farther and take the offensive with these ladies and with all intellectuals who consider it smart to make fun of sales and advertising and the whole American method of doing business.

"We are too utterly materialistic in this country, we are not cognizant of the finer things of life, our existence lacks variety, and color. . . . Our business men are utterly devoted to the sordid job of making money. . . . We are exploited by monopolists who pull us around by the strings of our emotions. . . . We are made to want things we would be much better off without . . . We lack the culture, the refinement, the love of art, the appreciation of music one finds among

the masses of any European country..."

These sentences are, as nearly as I can remember them, a few of the verbal gems dropped from the lips of a pink-cheeked professor who talked to a large group of men and women in my home town recently. It was after dinner. The colored ice cream was melted, cigarette butts floated in the coffee saucers and the big guest of the evening started to do his stuff.

His subject was "The Consumer in Revolt" but his method consisted in sabotage of the country that gave him an education. His sneers started in the direction of the "exploiting manufacturer"; but his cracks at the advertiser, the publisher and the retailer took the form of a broader attack on all desire to make a profit, on all who sold merchandise. It is the usual line of attack these days. The speaker starts off after one or two advertisers, then takes on the whole idea of selling anything. whole idea of selling is almost as bad as advertising, it seems.

I am glad that the professors are

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[&]quot;"To the Ladies," by Amos Bradbury, PRINTERS' INK, February 21, 1935, page 7.



listen to the talk of ships: DISTRESS.

A basic idea. Powerful in its emotional effect.

There is no special magic in the letters themselves. Any other simple combination of dots and dashes would have done as well. But S O S was chosen, and used when the need arose, and repeated, and repeated - always conveying the same idea.

So, over thousands of miles of sea and land, S O S stops everyday affairs, and starts the machinery of rescue.

THE advertiser who has found a basic idea - a distinctive conception of his product in terms of human need-then

hung on to it-is the one "BC" an has got the most for his mon ked adver

His product-call it "S O letimes th for convenience—is not strikith. But ly different from competite flitted products "A B C" and "X Y ther -sor But over a period of yea all of the "S O S" has formed a value he publi association-one association in the public mind. When a ression the tain need arises, "S O S" is an uninv almost automatic thought millions.

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a value he public doesn't "follow" ociation onal advertising. Any lasting hen a cression that the millions get in uninvited, unsought im-

pression, and this only by repeti-

This doesn't make the job of advertiser or agency easier. It brings the heavier responsibility of finding an idea that can be lived with year after year and kept constantly newsy.

It is this responsibility that J. Walter Thompson Company undertakes.

J. WALTER THOMPSON COMPANY Advertising

May 9.

beginning to put it on this basis. For now we can get down to brass tacks. They no longer can put advertising up all by itself and shoot at it. It is, they admit, a part of selling, a part of the whole process of distribution.

When all of our business activity is put under fire by people who like Europe better, who seem to intimate that since the culture in Europe is better, and that the people are nicer, we should emulate some of their political ideas, then it seems time to speak up and take the offensive.

When all manufacturers are called exploiters of child labor and the consumer, accused of being operators of sweat shops, when every oil man is a "baron," every retailer a gouger and all selling and advertising are labeled direct charges upon consumption, then let's take a look at what they want us to do.

It is true that we weren't creating great cathedrals for the 135 years since 1800, but we were absorbing a foreign population of approximately 48,000,000 people, larger than the entire population of France which has quite a few cathedrals. This, it may be submitted, is a job almost unparalleled in the history of the world. Most of these people came to this country because they wanted better living standards, a chance to get away from the caste system that exists in Europe.

A Fact to Keep Fixed in Our Minds

The current film, "Ruggles of Red Gap," based on the immortal story by Henry Leon Wilson, sums up that system which created some lovely culture but not much opportunity for individuals. We were the first people in the world to offer great goals of infinite hope to individuals who came here to better their luck. Let's keep that fact fixed in our minds and go back at the professors and the pink women with a few fundamentals.

At the present time nation after nation in Europe has decided to work out its own salvation through regimentation of the individual under some centralized authority. The press is being suppressed, every idea is being sat upon which doesn't come under the head of propaganda to put over the main idea of the man on top at the moment.

Under such conditions the individual is chained in by eternal discipline and irksome rules and regulations. All freedom of discussion, every right to differ, to argue, to suggest changes are denied to millions in that part of the world which these professors want us to emulate. Why should our present liberty and the method which produced that liberty be on the defensive? Let's go on the offensive.

Our Method Is the "Wage" System

It is true that our economic system is not perfect by a far cry. There have been abuses, excesses. Real changes are needed. No sensible man will excuse the abuses. But many professors keep saying that "The profit system must go." Why don't they call it the wage system? If they did they would have many more men rising up and snapping at them. For wages come out of profits and profits are made by sales. Wages of the millions buy the products which keep the factori s going. The process built a standard of living in this country which Europe sent commissions to observe.

My good friend, Merle Thorpe, editor of Nation's Business, told at a dinner at Detroit how these commissions found out several things, among them the following mentioned by him:

"With 7 per cent of the world's people, the United States has more purchasing power than all Europe combined. This little group has created and owns more than half the world's wealth. From 6 per cent of the world's acreage they harvest more than half the world's footstuffs. Sixty per cent of the minerals are extracted in America. Half the communication facilities, nearly half the railways and electrical energy, have been developed and are in use here. Individual

(Continued on page 98)

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The Sun led all New York Evening Newspapers in

Steamship Advertising

in 1934 and so far this year ... It does the job



NEW YORK

for most advertisers the best market is among the mature, young people, people who are old enough to have money and young enough

to spend it. Over 75 per cent of the people who buy The Sun are be-tween 20 and 45 years of age, and (Continued on Page 11, May 23)

Electric Range Drive

WILL 1935 be set down as the year in which the household electric range abandoned the tanktown circuit and went "big time"? The answer may be forecast in the fact that from a low point of 50,000 units sold in 1933, sales mounted to 123,000 units in 1934 and give evidence of reaching upward of 200,000 ranges in 1935.

Already shipments for the first quarter of 1935 are reported as 77 per cent ahead of shipments in the corresponding period last year. Encouraged by this better outlook, the manufacturers who make up the range section of the National Electrical Manufacturers Association plan a concerted consumer campaign in a woman's magazine in June. Participating individually, in addition, will be the Edison General Electric Appliance Company, Chicago, Westinghouse Electric & Manufacturing Company, Mansfield. Ohio, and the General Electric Company, Cleveland.

In advance of this co-operative effort, the manufacturers are sending special folders to their distributing organizations. These carry pre-prints of the range advertising and devote space to suggestions for local promotional efforts on electric

ranges.

As an example of the thoroughness with which the industry is going after new business, Edison

General has issued a twenty-page portfolio outlining Hotpoint's activities for 1935. "Usually campaign activities are worked 'under the gun' and the plan book must be released before results of the activities can be given," said W. A. Grove, advertising and sales promotion manager; in commenting on the book. Our book gives the results of the plans as well as the plans themselves."

George A. Hughes, president of Edison General, in a foreword sums up the opportunities as the industry sees them. "It took about twenty years for the first million automobiles to be sold," he reports. "That seemed to mark the beginning of public acceptance and the business grew by leaps and bounds. Radio and electric refrigeration rode in on a public wave.

"And so with the electric range, we have passed our twenty year mark and more than a million ranges are now in use. Watch the business leap ahead."

Heretofore electric cookery has not had behind it the volume of consumer advertising as has favored other electrical appliances. It is now getting into its stride and it is whispered that the electric range will be the next major household appliance to take a dominant place in the advertising picture.

Holman Elected by Libby, McNeill & Libby

Scott A. Holman has been elected a vice-president of Libby, McNeill & Libby, Chicago. He will take charge of the Eastern pickle and condiment, and vegetable divisions of the company, with headquarters at Chicago. Mr. Holman has been associated with Libby for twenty-four years, serving successively as assistant general sales manager, Western general sales manager and manager of the Eastern sales division.

"Jockey" Underwear to Frey

Coopers, Inc., Kenosha, Wis., manufacturer of "Jockey" shorts and shirts and other knitted undergarments, has appointed the Charles Daniel Frey Company, Chicago advertising agency, to direct its advertising account.

"Good Housekeeping" Advances Davis

C. O. Davis has been made Eastern advertising manager of Good Housekeeping, New York. He became an advertising representative of Good Housekeeping in 1915 immediately after his graduation from Princeton University and his period of service is the longest of any member of the publication's advertising sales staff.

Joins Associated Farm Papers

W. B. Wiemers has been appointed Western manager, at Chicago, of Associated Farm Papers, Inc., effective May 6. Mr. Wiemers was formerly associated with Erwin, Wasey & Company, The Farm Journal, and, most recently, with the James M. Riddle Company, farm-paper representative.

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CHIC little models like this were being sold through The New York Times in July, 1919. And although styles have gone in and out and up and down, advertisers since that long ago summer month have continued to rely principally on The New York Times to bring them sales volume in the nation's largest market. For 190 consecutive months more advertising has been placed in The New York Times than in any other New York newspaper.

The New York Times





"The great majority of businesses . . . should invest the surp where the return is largest. This is in the business itself ... A if led by a foolish and childish conservatism they invest the surplus in high-grade securities, such as municipal and gover ment bonds, they are taking a lower rate of return than t money invested in their own business ought to bring; and if thinks, abo is not so, the business should be liquidated and the services the officers dispensed with."-Financial Policy of Corporations, Dewig, in band

DEAR Doak, Esq.:

Nobody likes castor oil, but there are times when it is good for the soul. So I trust you will read the astringent quotation in a friendly spirit-and forget the nasty crack about dispensing with the services of the officers.

Back in 1929, Mr. Doak, you had a sound idea for investing Guaranteed's surplus. Call money was paying 16%, while your corporate earnings were only 12%. So you put the surplus in the call money market, and your policy certainly did well by the stockholders.

We won't even question your big

"keep liquid" policy of the past Or perhaps years. Guaranteed's surplus increa at Bonds. \$2,300,000 since '29. Cash on ha currently grew from \$250,000 to \$1,140,0 tes maturi Holdings of securities increased for croscopic \$27,340 to \$379,000. And investme ty's special in Short Term Paper climbed fr 6 return th \$10,500 in 1929 to \$525,000 in 19 de munici

Perhaps this accumulative politie can di was right -up to now. But now? With mon

GUARANTEED currently has m than two million in cash and short to securities. Some of it you need to co current payables, and tomorrow's blune Tow

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S. X. Doak, Treasurer, anteed Consolidated Corporation

the office cat. But will kitty drink 00,000 worth?

Only you know what return you're ting on Guaranteed's surplus. But stockholders can guess.

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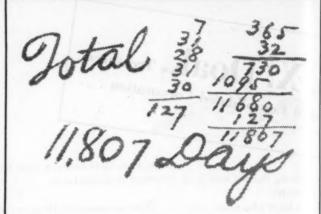
Your surplus in the Savings Banks arning about 1% interest; in the call ney market, about 1/2% on the Big d gover ard, 3/4% on the Curb; in time loans 90 days, 1/4%; in time loans of 5-6 and if thenths, about 3/8%; in prime name nmercial paper you are collecting ervices to 1%; or less known name paper, ns, Dew %; in bankers' acceptances, 1/8% for days, and 3/6% for 4 months.

ne past Or perhaps you've bought Governas increa at Bonds. Treasury 3%'s of 1940-43 h on la currently yielding 1.84%. Treasury \$1,140,0 tes maturing June 1936 give the reased frecroscopic yield of .12%. New York investme ty's special revenue bonds due July mbed frefereturn the buyer 1.5%. And 15 high 00 in 19 de municipals are yielding 3.27%. tive pol We can draw only one conclusion. it now? With money rates where they are now, a too liquid condition is not far removed from liquidation.

Now understand, Mr. Doak, you're not personally to blame for the glutted money market. But as steward of the stockholder's pecunia it's up to you to find more profitable investments. Ever considered advertising as an investment? Even inexpert advertising returns more than the 3/4% of commercial paper, or the 1.84% of Treasury Bonds. Advertising mixed with intelligence gives a substantially greater return.

If you haven't thought of it, Mr. Doak, your most profitable investment is New York advertising . . . and your most profitable medium is The News. It currently reaches and sells more than 1,600,000 families. It makes customers for the future as well as the present. It is economical. A little cash put to work in The News will put sales to work! Investing in News advertising keeps the surplus investment where it belongs-in Guaranteed's own business!

rrow's hune Tower, Chicago; Kohl Bldg., San Francisco; 220 E. 42ND St., NEW YORK



For 11,807 days the Los Angeles Times has been delivering more sales to more classified advertisers in Southern California than any other newspaper—a record indicated by its corresponding 32 years and four months of unbroken leadership!

And this reader-response and advertiser-confidence is growing today. . . , . .

During April 1935 The Times printed 35,233 more lines of classified advertising than the nearest paper—registering a gain of 33,422 lines over April last year, which was 114 times the gain of the second paper.

That The Times' ability to produce results for thousands of small advertisers is paralleled by its ability to produce results for large advertisers, is shown by The Times' display advertising lead which is growing hand-in-hand with classified.

Los Angeles Times

NATIONAL REPRESENTATIVES: Williams, Lawrence & Cresmer Company, New York, Chicago, Detroit, San Francisco. NATIONAL COLOR REPRESENTATIVES: Associated Newspaper Color, Inc., San Francisco, New York, Chicago, Detroit, Cleveland, Los Angeles. THE outs of the off the be

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A, B, C Schedules Depend on Copy and Markets

This is the third of a series of articles giving advertising agency views on the buying of A, B and C schedules in newspapers. Previous articles were by Max Hacker, space buyer, Pedlar & Ryan, Inc., and J. F. Quick, Mark O'Dea & Company.

By Leonard Gessner

Vice-President, Fitzgerald Advertising Agency, Inc.

THE first perusal of rough layouts and copy often settles a lot of the space buyer's problems right off the bat. For example, it may be

News copy announcing a new model, a new product or a new price, and it is quite obvious that the objective is to reach as many people as possible and as quickly as possible. Such copy calls for a broad list, selected on the basis of coverage and cost (milline rate). Duplication is of secondary importance for repetition is to be desired. Size of space governed by competition for attention that will be encountered in types of papers used.

Educational copy attempting to mold habits of buying or living calls for regular and sustained contacts with a bell-wether audience. Such schedules call for selected lists based on character of circulation and intensity of readership with complete coverage and milline cost secondary considerations.

Merchandising copy which has as its particular objective the broadening of distribution, the enlisting of trade support and the active merchandising co-operation of retailers. The scheduling of such copy in addition to other factors is considerably influenced by retail linage of the stores handling the line and the merchandising service of the papers.

Competitive copy. Where the campaign is of a direct competitive

nature, perhaps combating an aggressive campaign on the part of a competitive product, the competitive schedules are of primary importance.

General product promotion. Such copy has as its objective the reselling of old customers, the winning of new customers, the stimulating of trade channels, and in general, "increasing sales." In such campaigns, the space buyer has his toughest job of spreading his client's money in an endeavor to get maximum returns.

Going a step farther, the copy appeal or direction—plus the space buyer's background knowledge of the product—often points up a particular audience to be reached. Its common denominator may be sex, age, standards of living, type of dwelling, occupation, or any number of other conditions or interests on which the campaign appeal might be based or which might influence the need and use of the product being advertised.

Even though the audience to be reached and the job to be done may be quite self-evident from the copy, it has to be done under varying conditions. Again using broad, but not necessarily all-inclusive classifications, we might group markets under such headings as

New markets where the product is a comparatively new one. There is a pioneering job to be done. Distribution must be broadened and the product must be introduced and sold to many customers who have never used it before.

Competitive markets where competitive activities or campaigns call for consideration in determining the amount of advertising pressure to be put behind a campaign.

Established markets where a product is getting the lion's share of the business. There are not a lot of new customers or outlets to be won. Such situations call for a retentive job that will keep sales coming in and supply some of the chips for use in either new or highly competitive markets where advertising tolls per pound or case or whatever may be the measure of the appropriation do not justify costs involved.

Problem markets where for one reason or another volume does not hold up or respond to ordinary advertising pressure.

Back of all this trade information there must, of course, be a fundamental knowledge of markets and a finger on the pulse of current conditions. Some markets are expanding, others are drying up, some are enjoying a sudden surge, or perhaps an equally sudden slump. To get the most out of his dollar, the space buyer must know which are which, not only on the basis of his client's sales statistics but also on the basis of his own independent information.

It is comparatively easy, once available information has been analyzed, to classify a list of towns as markets according to trade situations or potential buying power and to have one's classifications confirmed by all interested parties. But the rating or appraisal of the newspapers available, however, is a much more complicated problem.

Of course, one factor influencing the size of schedules for newspapers of various general classifications, such as metropolitan, average city, small-town or country weeklies, is "competition for attention." Generally speaking, as the size of the city and amount of circulation go down there is a decline in retail advertising which makes it possible for smaller schedules to give you

good attention value at a reduced cost per thousand readers which, to some extent, compensates for higher milline rates encountered as circulations are smaller.

However, in allocating various sized schedules on the basis of relative importance or value, one soon finds that every newspaper has its own conception of its place in the sun, of its ability to do a job single-handedly, or of its necessity to the success of any campaign run in its competitor's columns. It has many disclosures from A. B. C. reports, linage records, or good fiction to prove them all.

And every sales organization has its views, based, in many instances, on which paper ran the local salesman's picture last year, which paper promised to help them to line up the X. Y. Z. Chain or the Blank Department Store. These, to teritorial salesmen and their salesmanagers, as well, are primary measures of newspaper value.

The hardest job that confronts the media man is the accurate appraisal of newspapers and for that matter, other media values.

True enough, A. B. C. gives him accurate data as to the quantity of circulation. Oftentimes he can supplement this by filing the detailed circulation breakdowns by carrier districts correlated with rental values or income data which many papers prepare as part of their solicitations.

He either has Media Records or can get similar reports—which break down linage by classifications and even by individual accounts.

Study of Papers Themselves Will Help

Then, too, he can step into his checking department and get copies of the papers themselves. He can see for himself what they look like, what features they carry, how they handle news, the types of merchandise being advertised in their columns and in general the market for which they are edited and how well they are doing the job.

But circulation only tells where and how many papers are delivered each day. It doesn't tell by whom or date intense may beers o

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they are read—father, mother, son or daughter. Nor does it tell how intensely or how thoroughly they may be read by the various members of the household.

Retail linage may tell what merchants advertise in each paper and what linage they run. But it doesn't tell what that linage costs them, which, after all, is the basis on which they judge its effectiveness.

And the comics, or the features, or the type of news-handling which the space buyer likes or which may be going great guns in some parts of the country, may not be equally popular everywhere.

Salesmen Can Describe Other Factors Than Circulation

Occasionally, the space buyer gets some real help from the newspaper advertising managers and special representatives who call on him. Particularly those who realize that he has circulation figures and linage records available at a moment's notice. And that readership and advertising effectiveness are the things he is really after.

All too often, however, unless he has the opportunity to get out and get his own first-hand information, the space buyer must divine readership and advertising effectivenes from his own interpretations of circulation and linage records after the haze of competitive solicitations

has cleared away.

Sooner or later, as a result of analyses of A. B. C. statements, linage records and competitive solicitations, a space buyer is able to think in terms of newspaper situations as falling into one of the following broad classifications:

A dominant paper and one or more secondary papers.

Two or more dominant papers of

approximately equal importance.

Two or more comparatively

weak papers of approximately equal importance.

One paper offering broad coverage of the surrounding territory (with a possibility of elimination of or reduced schedules to smaller papers in that territory) and a strong paper with little outside coverage making necessary greater dependence on small-town papers in the surrounding territory.

(I have not touched on the old question of afternoon or morning papers, for I do not feel that time of publication, by itself, has a great deal of bearing on the advertising value of a newspaper to the average account. There are many outstanding morning papers as well as evening papers and they should be judged on the basis of their readership and influence unless some particular circumstances surrounding the product or the copy attaches importance to publication time.)

Another major factor in newspaper scheduling is the appropriation which may have been arrived at through any number of usual procedures. It may be based on:

Current sales . . . either a percentage or a fixed amount per unit credited to the advertising account each month.

Estimated cost of doing the job ... in which case the appropriation is the product of the first three factors instead of their limitation.

Arbitrary allotment for advertising . . . based on the management's judgment taking into consideration cost of doing a job, last year's sales, volume forecast of sales for the current year, and the balance sheet.

Or any number of other bases, such as last year's sales or forecast of sales for the current year. But no matter what the basis may be, the appropriation is a very definite factor in most scheduling operations.

When he gets to the final stage of laying out schedules the space buyer must top his understanding of copy plans and broad objectives, his analyses of markets and sales statistics, and his tediously gathered knowledge of newspapers with a practical horse-sense business attitude of a man about to make a considerable investment.

No matter how small the appropriation may be in dollars and cents, it is an important sum of money to the advertiser spending it. The space buyer is not "buying

May 9.

CILD NA

RINGE

space" or "making up a list" or "scheduling some copy" or "analyzing circulation and linage reports." He is making investments which will reflect themselves in the sales and profits of his client and sooner or later in the billing and profits of his agency.

How he will make those investments-as represented by his schedules-is not a mathematical problem that can be reduced to a The major factorsformula.

- -the job to be done, as indicated by the copy
 - -the audience to be reached
 - -market and trade statistics

-the newspapers available and the appropriation-

which have been discussed in some detail, all exert their very definite influences on schedules.

The deciding factor, however, is the space buyer's own philosophy of advertising . . . his feeling or understanding of what advertising is . . . how it works and what it will do. This is the factor which. more than anything else, shapes the schedules to which the space buyer signs his and his agency's names as recommended investments for their client's advertising appropriation.

Cate Represents Lithographer

Alan M. Cate has resigned his posi-Alan M. Cate has resigned his position as advertising manager of The Carter's Ink Company, Boston, to become representative in New England for the Consolidated Lithographing Corporation, Brooklyn, N. Y. Mr. Cate will continue to be associated with Carter's in a design counseling capacity in order to continue that company's repackaging program. Through his new connection with Consolidated, he will offer counsel to New England manufacturers in design problems. His offices will be at 755 Boylston Street, Boston, where he will have associated with him Albert L. Leake, designer.

Plan Chicago Art Show

The third annual Exhibition of Adverne third annual exhibition of Advertising Art, a project of the Art Directors Club of Chicago in which the work of local artists is placed on display, will open May 22 at the Marshall Field & Company galleries. The exhibit will continue through June 5.

Publishing Political Monthly

The Forbes Publishing Company, New York, has started a monthly called To-Morrow in the interests of the Republican party, to be used in the coming campaign. The editorial policy will be to supply "a witty, humorous publication that will appeal to the masses."

A. B. C. Directors to Meet

A meeting of the board of directors of the Audit Bureau of Circulations has been scheduled for June 28 at the Seigniory Club, Montebello, Quebec, Canada.

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Philmac Appoints Olsen

Oswald A. Olsen has been appointed head of the production and service de-partment of Philmac Typographers, Inc., New York.

Taylor Succeeds Watkins

Taylor Succeeds Watkins

The New York Employing Printers
Association, Inc., code administrative
agency for the commercial relief printing industry of the Greater New York
City territory, has elected Don H. Taylor as executive vice-president and code
director, effective May 18. He will
succeed L. R. Watkins, who resigned
to become vice-president of the National
Electrotype Company, New York. Mr.
Taylor has been with the association
for the last five years and for some
time has acted as assistant executive
vice-president and code director. time has acted as assistant exercise-president and code director.

Starts "Mickey Mouse Magazine"

Hal Horne, Inc., 551 Fifth Avenue, New York, will start publication of the Mickey Mouse Magasine, a quarterly, effective May 15. The magazine will depict the adventures of Mickey and Minnie and their Silly Symphony companions and will also contain fiction, puzzles, etc. Murray Bracker is advertising and business manager of the publication.

Boyd to Ferry-Hanly

John Kent Boyd has resigned as advertising manager of the Fittsburgh & Midway Coal Mining Company, Kansas City, Mo., to become an account executive with the Ferry-Hanly Advertising Company, Kansas City.

Has Brewery Equipment Account

The Zahm & Nagel Company, Inc., Buffalo, N. Y., manufacturer of brewery equipment, has placed its advertising ac-count with Everett L. Bowers, Inc., agency of that city.

Reister with St. Louis Agency

W. A. Reister, formerly with the Barnes-Crosby Company, St. Louis, has joined the staff of the Oakleigh R. French Advertising Agency, of that city.

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The Indianapolis News



SELLS THE INDIANAPOLIS RADIUS

New York:

Dan A. Carroll, 110 E. 42nd St.

J. E. Lutz, 180 N. Mich. Ave.

1934 AVERAGE CIRCULATION (A.B.C.) 144, 152

POWER BEHIND

STATE OF STATE



News circulation is highest tubere income is greatest.

TODAY Detroit leads the nation—in capacity of in-dustrial activity—in percentage of gain in bank clearings—and in factory employment.

There has not been such activity in Detroit since 1930. Automobile production has gained consistently each week of 1935. Retail business is ahead of 1934.

Because it reaches the homes of Detroit—where the power behind the wheels resides—advertisers who know this FOURTH GREAT AMERICAN MARKET use The Detroit News.

The Detroit News leads all American newspapers in total linage GAIN in 1934 over 1933 and in March, 1935, was second in advertising in America. Its circulation is so distributed that the better the district, the better The Detroit News covers it. The Defroit News with the property of the prop

Burton Emmett

Death Comes to an Advertising Executive Who, Living Fully, Gave Much to His Vocation's Advancement

COINING a war-time slogan for the Red Cross, Burton Emmett wrote: "All you need is a heart and a dollar."

And that expression of assurance he forged from precious metals that came from the mine

that was his life.

On Monday, this advertising man whose career enriched his vocation died at Boggs Wharf, in Melfa, Virginia—died in his sleep at the home of a friend.

At least, the heart had failed. And now men engaged in advertising, men engaged in publishing, men devoted to the advancement of the graphic arts, are recalling, tenderly, the spirit that gave so much to the civilizing of the

world of printers' ink.

It was in that world that he grew up. Born in Lee, Illinois, graduated from Northwestern, he stepped straight into publishing—as a book agent. Next he turned to writing and editing, first as the upstanding young pilot of a country newspaper, then as a reporter on the staffs of city dailies. For a time he tried his hand, and successfully at theatrical press-agentry; and in that capacity he served such stars as Maude Adams, William Gillette, and Frank Daniels.

In 1908 he went into advertising, first as a copy writer for Lord & Thomas, and next as copy chief for Frank Seaman, Inc. In 1919, he became a co-founder of the Newell-Emmett Company; and with Newell-Emmett he remained as vice-president until his retire-

ment, in 1928.

Behind that retirement there was a purpose, quiet but deep-seated. From boyhood, Burton Emmett had loved beautiful printing. Quietly, through his busy years of business, he had contributed to many groups whose interest in things of beauty—whether in printing, or in painting—was akin to his. Now, freed of business cares,



he might give these interests all his thought and energy.

Energetically, he launched upon what must have seemed a new life-time. Happily, he augmented his collections of paintings and of rare prints and fine, old books-filled two houses with a treasure-store that today is famous for its extent and still more famous for its niceties of selection.

His love of books found expression in "The Colophon," booklovers' quarterly, of which he was one of the founders and, for three years one of the editors.

For two years he served as president of the American Institute of Graphic Arts; and in that activity he originated the annual exhibit that goes traveling to spread abroad an appreciation of artistry in graphic craftsmanship. Among his treasured mementoes is a medal, presented to him by the institute and inscribed, "For service to the graphic arts in America."

At sixty-three Burton Emmett had served well his calling. Advertising, printing, aesthetics, are the richer because he lived, and the poorer, now, because he has gone. WE fo

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Strategy

Four Points on Which Westinghouse Bases Magazine Program to Advertise Refrigerators

By Roger Bolin

Merchandising Advertising Department, Westinghouse Electric and Manufacturing Company

WESTINGHOUSE 1935 plans for refrigerator national advertising are centered around these four strategy points:

- (1) Extend circulation coverage.
- (2) Attack early with concentrated power.
- (3) Use full color for attention.
- (4) Adapt ads to audience and job.

It is interesting to analyze each of these points to see why they were adopted, and why we feel they will succeed this year.

Strategy Point No. 1. Extend circulation coverage.

It was apparent to everyone who studied the situation closely last September that with the outstand-ingly successful record of the Westinghouse Hermetically Sealed Unit, 1935 had good things in store for us. We were so sure of this that it led to our slogan, "All Eyes on Westinghouse in 1935." we knew that we had to expose the story of our refrigerator to all of these eyes. We felt that the quickest way to do this would be to extend the circulation coverage of our national advertising to embrace more magazines, larger and more diversified audience, and, consequently, a bigger and richer market.

We had more than our own judgment to justify this decision. A careful survey among all of the larger national advertisers and their policies during 1933 and 1934 revealed that the trend among successful advertisers was toward increased national coverage and broader markets. The survey we made indicated that—

80% of advertisers used more magazines in 1934 than in 1933 . . . average increase 4.2 magazines

18% of advertisers used fewer magazines in 1934 than in 1933 . . . average decrease 3.2 magazines.

2% of advertisers used the same number of magazines in 1934 as in 1933.

But—of the 18 per cent who used fewer magazines in 1934 than in 1933 86 per cent actually increased their total circulation.

In other words, those advertisers who used fewer magazines were employing magazines with higher circulation than the ones they had previously been using, they were reaching more people with their advertising message.

advertising message. In 1934 Westinghouse used two magazines—a large circulation weekly and a woman's publication. A strong series of testimonial advertisements was run in each, the advertising was merchandised extensively to the field, and all distributors were provided with an actual breakdown of circulation figures of the two magazines for each town in their territory. We felt that we had excellent results.

In line with our policy of increased circulation for 1935, we decided to retain these two magazines and to add the following: Another weekly, a popular monthly, a suburban home publication and three more women's magazines.

It is interesting to note that with the magazines chosen and the schedule in each one, we are investing 69 per cent of our national advertising money in general mag-

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azines, and 31 per cent in women's magazines.

Following is the circulation of the magazines we are using, together with the total circulation:

Circulation 1934 1935

General Week- lies	2 766 595	5.093.564
General	2,100,000	0,000,00
Monthly	****	1,872,489
Home Service		
Magazine		1,393,450
Women's Mag-	. 070 010	0 400 500
azines	1,970,310	9,432,531

Totals..... 4,736,905 17,792,034 Circulation Added..13,075,129

Strategy Point No. 2. Attack early with concentrated power.

It is one thing to have all eyes on Westinghouse in 1935, but it is quite another thing to have all eyes on us at the time when it will do the most good—during the height of the spring buying season. This knowledge led to our Strategy Point No. 2. An analysis of the schedule chart indicates that we carried out this strategy and scheduled the greater part of our advertising during the months of March, April and May, with a tapering off in June and July.

The refrigeration season has been starting earlier each year. Moreover, it has shown itself to be considerably more of a peak season business than the industry had hoped for. It was only natural then that we would want to hit hard and early with a strong impressive campaign designed to catch every prospect's eye, and make them want to know more about Westinghouse before buying any refrigerator during 1935.

Our schedule calls for running all of our advertisements, with the exception of two, by the middle of July. The other two ads are scheduled—one for September, to form the spearhead of our fall selling campaign; and one for December, which will form the spearhead of our Christmas campaign.

We feel that all this is a sound business procedure, since advertising is designed to produce sales, and, therefore, our peak advertising expenditures should precede our peak sales period.

Strategy Point No. 3. Use full color for attention.

Granting that we are reaching a wide audience with our advertising, that the advertisements are timed to appear when they will do the most good, the next matter for attention is the advertising message itself.

Here again, we took advantage of another survey made by an independent agency. The method of operation is this: Representatives call on a sufficient number of people to insure the accuracy of their test. Each representative carries with him a copy of the magazine in which each advertisement has had the name of the manufacturer and the trade name of the product very carefully obliterated. Thus, a Heinz tomato soup ad would have the trade-mark "57" eliminated, all reference to "Heinz" eliminated, and just the bare headline, copy and illustrations left.

The representative first asks the person interviewed if he reads a magazine, which he names. If he says he does, the representative asks whether he has seen this particular copy. If the person says yes," the representative asks if he may see a copy of it. This is done to make sure that the person interviewed has actually seen the magazine. The representative then starts through the book. At each ad he pauses and asks whether the person recalls having seen this 'yes," the If the answer is representative asks that the product or the manufacturer be identified-and inquires whether the person interviewed has read the copy, or part of the copy, seen each of the illustrations that may be in the ad, and read the caption under the illustration.

The surveyor is enabled with this information to set a grade upon the attention value of each advertisement with the information he gains from these queries. For instance, if out of 1,000 people interviewed, 600 of them remembered seeing a certain ad-

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vertisement, the attention value of that advertisement would be graded 60 per cent. If 400 of them identified the product that was advertised, the identification value of the ad would be 40 per cent.

The results of the entire survey proved that four-color advertising had a much greater attention value, and the additional cost was more than justified by the additional results. For instance, here is a survey giving the results of the average attention value of advertisements in ten issues of a weekly,

and four issues of a woman's magazine, among both men and women. Note the increased attention value of the color ads.

atized one, two, or three outstanding features of the refrigerator, and drove our story home in a hurry. In the monthly magazines which have a longer life and a greater women readership, seemed that there should be a human-interest type of advertisement, pictorializing the story in an interesting racy manner.

We believe that the excellent attention value of these advertisements among the particular audience for which they were designed, justifies our policy of adapting our ads to the audience and the job.

The magazine program will go far in getting attention, building confidence and creating a desire

Type	Men	Women	a
Full-Color Page Tint or Two-Color Page Black and White Page Black and White Half Page	60% (A) 51% (C) 50% (E) 35%		B) D) F)
Average Total Attention Value of Full-Col women average of A and B)		62.25 hite	
Page (men and women average of C. Percentage of Increase of Attention Value	, D, E and F).	45.75	5%
Tint-Black and White average) Percentage of Extra Cost for Full Color (or		36%	1
Tint or Black and White, same schedule)			

As a result of this survey we embarked on a full-color program and from the early reactions to our ads among distributors and dealers, we feel that the policy is

Strategy Point No. 4. Adapt ads to audience and job.

The magazines we are using can very conveniently be divided into two types:

(1) The general magazines. (2) The women's and families' magazines.

While the general weekly magazines are read by a great many women, their readership among men is larger, and we felt that a different type of advertisement should be designed for these magazines than for the more leisurely read monthly magazines. We concluded that the weekly magazines should have a news-announcement type of advertisement which dramto see a demonstration of a Westinghouse Refrigerator. The next step in our mass advertising program was to run tie-in newspaper advertising to identify our dealers with our program, and to direct readers' attention to the point where they would see an actual demonstration.

We, therefore, planned a strong program of dominant sized ads in as many colors as could be provided by each newspaper on our list. This program consisted of a series of from two to four-color ads-depending on the opportunity represented by each city, plus additional black and white advertis-The ads were sufficiently similar to the magazine advertisements to identify the two, yet they were designed especially for hasty newspaper readers, and nearly all of them listed the names of one or more dealers who sold Westing-

To help our dealers merchandise

house Refrigerators.

May

LOUISVILLE TIMES

the advertising, we are preparing full-color enlargements, jumbo size, for a window poster, and are sending these out to every dealer to be placed in his window when the ad actually comes out in a magazine.

We feel that with the results of these four strategy points we have prepared a program that will make our phrase, "All Eyes on West-inghouse in 1935," not merely a slogan, but an accomplishment,

Kroger to Sell Films

POPULAR-PRICED roll films to sell at around 25 to 33 per cent less than present average standard prices will be marketed by the Kroger Grocery & Baking Company throughout its chain of stores. According to the same report, Kroger has developed a plan under which the public will also be offered a developing and printing service at low prices.

The films, containing eight exposures to a roll, are manufactured in Belgium and will be sold to Kroger by the Gevaert Company

of America, Inc., New York.
Film purchasers will be given
stamped containers for mailing postpaid the exposed rolls to a developing plant at Cincinnati, where they will be developed and returned, with prints, by mail for a total charge of 25 cents. This price compares with present prices of around 40 cents to 50 cents in Kroger merchandising territory.

Sulzberger Heads "Times"

AT a meeting of directors held on Tuesday of this week Arthur Hays Sulzberger was elected pub-lisher of the New York Times and president of the New York Times Company.

Colonel Julius Ochs Adler was chosen as general manager, a newly created post. He continues as vice-president and as treasurer.

Godfrey N. Nelson, now secretary of the company, was appointed a director to fill the vacancy caused by the death of Adolph S. Ochs. The other directors are Hoyt Miller, Iphigene Ochs Sulzberger, Colonel Adler and A. H. Sulzberger.

Shedd Vandenberg Advanced

Shedd Vandenberg has been appointed advertising director of the Boston Evening Transcript. He has served as national advertising manager for several years, previously having been with the Hearst Publications in Boston. He is a nephew of U. S. Senator Arthur H. Vandenberg of Michigan.

Rockwell to Screenland Unit

Rockwell to Screenland Unit
Homer M. Rockwell, for many years
vice-president and account executive
with the former agency of Stanley E.
Gunnison, Inc., New York, and more
recently with P. J. Carlin, publishers'
representative, has joined the sales staff
of The Screenland Unit, New York.

Has Thompson Restaurants

The John R. Thompson Company, Chicago, operating Thompson's restaurants in thirty-six cities, has appointed Sellers Service, Inc., advertising agency of that city, to direct its advertising.

Morgan Starts Agency

Raymond R. Morgan, who has been engaged in radio advertising for the last seven years, has formed an advertising agency under his own name. Headquarters have been established at 362 Hollywood Boulevard, Hollywood. Calif.

Opens New York Office

The D. M. Bare Paper Company, Roaring Spring, Pa., has opened a New York mles office at 415 Lexington Ave-nue. I. L. Gardland, general sales manager of the company, is in charge of the new office.

Gets Bradford Oil Refining

The Bradford Oil Refining Company, refiner of All Pen oil and gasoline, has placed its advertising account with the Moss-Chase Company, Buffalo, N. Y., agency. Newspapers and radio will be agency. Newspapers used in the campaign.

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COURIER-JOURNA

COVERAGE WITHOUT COMPETITION FROM DAWN TO DUSK

ROTTOMS UP AND HERE'S LUCK



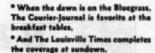
NOW AGING IN THE WOOD . .

Of course, the immense Cigarette and billion-dollar Racing Horse industries never have idled. But nowadays Kentucky grain crops go to the distillers. And as the millions in the 48 States spend vast sums for fine Kentucky whiskies such as the famous brands made by the Brown-Forman Distilling Company, more money flows into Louisville and Kentucky. You'll have to admit that The Courier-Journal and The Louisville Times will sell your advertised merchandise in volume at a lower line rate to this tremendously prosperous Kentucky market. These two newspapers dominate the reader interest of the Whiskey-State.



A PAIR OF TRUE KENTUCKIANS





REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

. POPULAR FALLACIES

"Advertising is Just

INDIVIDUAL advertisements may achieve literary merit, but it is fallacious to expect advertising in the mass to meet literary, rather than sales standards.

Because advertisements appear in newspapers and magazines beside material of literary intent, critics often make illogical comparisons.

As far back as January 20, 1758, Dr. Johnson wrote in the London Idler:

"Advertisements are so numerous that they are very negligently perused, and it therefore becomes necessary to gain attention by magnificence of promise and by eloquence sometimes sublime and sometimes pathetick."

To this day, writers waste their beautiful phrases in similar railing at a type of writing that is little more concerned with its own artistic significance than the dump truck that one passes on the road.

Advertising operates under economic law, literature under the dictates of aesthetic tastes. Literature must answer the question, "Is it art?" Advertising, like all other implements of industry, must first answer the question, "Is it productive?"

Proof of this essential difference in the two kinds of writing is the advertising of the book publishers. The most exquisitely written book apparently needs the advertising writer's most enthusiastic and hard-hitting technique to convey it to the market.



NATION'S

260,000

PUBLISHED MONTHLY AT WASHINGTON BY

AS as unfait of you a def 260,0 client likew

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OF ADVERTISING Nº 13 .

a War of Adjectives"



AS an advertising man you resent unfair attacks upon the integrity of your profession. You appreciate a defense like this spread before 260,000 fellow business men, your clients. ¶Every business suffers likewise from fallacious thinking—

ccal, ice, banks, railroads, wholesalers. They likewise esteem a stout defender. ¶For 20 years NATION'S BUSINESS has fought popular fallacies of every business. That is one reason why it holds the loyalty of its readers.

BUSINESS

CIRCULATION



THE UNITED STATES CHAMBER OF COMMERCE

This is one of a series of thirteen advertisements, now available in brochure form. Address, Nation's Business, Washington, D. C.

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0 0 B Y THE CHIEF WANTS TO KNOW WHO CARRIES THE CLOTHING LINAGE IN PORTLAND, OREGON



THERE'S NO NEED to dress up the retail apparel linage story in Portland. The naked truth sufficeth—yea, it "overwhelmeth." In total retail clothing—men's stores, women's stores—Media Records* tells us that the daily Journal has 211% greater linage than the second daily paper, and 529% greater linage than the third daily. That's a lot of velvet!

* Media Records, Annual Report, 1934.

The JOURNAL PORTLAND, OREGON

REYNOLDS-FITZGERALD, INC., NATIONAL REPRESENTATIVES
New York . Chicago . Detroit . San Francisco . Los Angeles . Seattle

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Proved Copy Technique

Southern California Knows Its Advertising as Well as Its Weather, and There's a Reason

WHEN the All-Year Club of Southern California started out with its advertising this year, it was able to employ various copy techniques which it had reasonable assurance would prove successful. These were based on an analysis of the best pulling advertisements

of recent campaigns.

The magazine campaign endeavors to select the "class" market for California travel, while the news-paper campaign, being directed at the mass market, is aimed largely at people having only a two-week vacation. The task is to persuade vacationists that a period of rest and recreation in California is more desirable than one nearer home and that it can be confined to two weeks at reasonable cost. In the New York versions, because of the distance from California, the two-week story is modified somewhat.

It was found in previous campaigns that the best results came when the copy was just as explicit as possible in proving its point. This accounts in this year's advertising for the day-by-day cal-endar ad and for the one which cites the number of Easterners who went to California last summer for

a two-week vacation.

In the current advertising, there is a continuation of the "curious facts" copy of last season. proved to be the best pulling ad a year ago. The "curious facts" copy did so well, indeed, that another attempt is made this year to tie-in with the public interest in paradoxes and to take advantage of the high visibility of the question-and-answer form of advertising by means of a page which is headed "Answers to Six Puzzling Questions about Southern

Separated by whimsical pen-andink drawings, the questions that are answered are the following:

How is it that I can visit Southern California satisfactorily in a two-week vacation?

Even so, how can the average person afford it?

Can a place that's warm in win-



The best pulling piece of copy in the last campaign suggested this "Fun Map"

ter really be comfortable in sum-

Why did the movies choose Southern California?

Why is a Southern California vacation different from any other?

How can I get additional, unbiased information about a Southern California vacation?

While the questions are all answered with brevity, the reasons given in each case seem to be thor-

oughly convincing. The best pulling piece of copy in the last newspaper campaign illustrated a humorous map of California and this has been copied to a degree in the "Fun Map of Southern California," to appear as another of the newspaper series. Tourists are shown scampering around the State on all sorts of exciting missions, such as peering over precipices, basking on the beach

at Malibu, admiring the senoritas in attendance at the San Diego Exposition, polo playing, surf riding, deep-sea fishing, golfing-and even engaging in the prosaic sport of watching the wheels of a Hollywood movie camera go round in the face of a couple of screen sirens. It is hoped that the "Fum Map" will prove equally as exciting as the movie map of the last cam-

As another form of testing, a small advertisement offered a free book in resort sections, run of paper and preferred position, so that the association is now able to tell which position will produce the most in-

quiries per dollar in any individual paper.

Two booklets are sent out in answer to inquiries-one to inquiries of a general sort and the other to those persons who inquire specially regarding a two-week vaca-tion. They are very complete, both as to illustration and text, and form an important part of the promo-tional campaign of the association. The one intended for more general distribution is also handed to all incoming visitors by automobile as they cross the State border. Both of them are used by the railroads and other transportation agencies in selling California travel.

Diamond Dye Appointments

James Negley Cooke, Jr., has been named manager of the Wells & Richardson Company, manufacturer of Diamond tints and dyes and Dandelion brand buttints and dyes and Dandelion brand butter color, a division of Sterling Products
(Incorporated). His headquarters will
be at Burlington, Vt. Mr. Cooke has
been with the Monroe Chemical Compnay,
Quincy, Ill., Putnam dyes, as sales mananger in charge of the New York office.
Harold L. Jones, formerly associated
with Mr. Cooke as sales representative
for Putnam dyes in the Greater New
York area, will transfer his activities to
the Wells & Richardson Company as sales
manager for the Diamond products. manager for the Diamond products.

Curran with "Tri-City Star"

Howard C. Curran, formerly with the Chicago Tribune as assistant financial advertising manager and later on the advertising manager and later on the financial advertising staff of the Chicago Journal of Commerce, has become associated with the Davenport, Iowa, Tri City Star as national advertising manager.

Has Drapery Fabric Account

Arthur H. Lee & Sons, Inc., New York, drapery fabrics, has appointed the Central Advertising Service, Inc., of that city, to handle the advertising of Lee Chintzes and English casement Cloths and its line of "Fortuny Prints." Business papers and direct mail will be

Kroger Grocery Appointment

Glenn F. Knickerbocker, formerly of Columbus, has been named assistant to the sales promotion manager of the Kroger Grocery Company, Cleveland.

Represents WMAZ

Station WMAZ Macon, Ga., has appointed Free, Johns & Field, Inc., as its national sales representative.

Heads International Harvester

Sydney G. McAllister, first vice-president of the International Harvester Company, Chicago, has been elected president of that company. He succeeds Addis E. McKinstry, president since the latter part of 1933, who has resigned because of ill health.

Mr. McAllister has been associated with the International Harvester interests since 1897, starting as an office by with the McCormick Harvesting Machine Company, predecessor of the present

Company, predecessor of the present company. From 1914 to 1931 he was connected with the European division, returning to this country in the latter year to be elected vice-president. Ad-vancement to the first vice-presidency came last May.

Linton Starts Own Business

Ray Linton has established a radio representative business under his own name at Chicago. Mr. Linton was recently vice-president of John Blair & Company, radio representatives of that city, and before that was associated with radio Station WBBM, also of Chicago, for several years. Offices are at 360 vices with the company of the compa for several years. Office North Michigan Avenue.

Lane Joins Gotham Agency

Sanford H. Lane, formerly sales manager of The American Bank Note Company, has joined the Gotham Adver-tising Company, New York, as account executive.

Arkell with American Spirits

Rod Arkell has resigned as radio director of the Wm. H. Rankin Company to handle radio and sales promotion for American Spirits, Inc., New York.

Leaves Lord & Thomas

Thomas J. Grant, copy and idea man, has resigned from the Chicago office of Lord & Thomas.

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Ten Selling Commandments

Practical, Fundamental Principles for the Salesman, upon Which Productive Success Is Based

By Harry Simmons

 Sell the "Service Trinity"—Your Firm, Your Product, Yourself.

The ability to dramatize your subject and pull it out of the rut of routine is one of the greatest selling helps known to salesmen. Whether you are selling pins or potatoes, animal crackers or adversing, your prospect must be made interested in the Service Trinity.

Believe it or not, the most important member of the Trinity is the firm you represent. What is their position and prestige in the industry? What is their reputation—for integrity, for quality, for knowledge of their market and merchandise, for progressiveness, for treatment of their customers, for price dependability—for any little thing the prospect might be interested in?

Take the product you are trying to sell. Is it a staple or a novelty? Is it a service, a necessity or a luxury? Is it an advance or an improvement over an old model? Has it a quality appeal that lifts it above the head of your competitor, or has it a price advantage that makes it especially desirable? Is it a long-profit item that moves slowly or a short-profit item that sells in volume; or is it that rare combination of long profit and good volume that occasionally appears on the business horizon?

What about yourself? Can you offer your prospect exceptional service? Is there any outstanding interest or value in your personal background or experience? Can you be of any help to your prospect in his business? Do you know his methods, his trade, his problems—and can you prove it? Are you just a casual visitor and ordertaker, or do you make a definitely favorable impression that your

prospect cannot overlook? Are you just a good mixer, or are you the vital element in the cocktail of selling?

Be proud of your business and you'll have a business to be proud of! Select all the advantages of the Service Trinity—and dramatise them. Lift them up, one by one, on your own exclusive little stage, with every bit of showmanship you can develop. Remember that you are only one of a number of salesmen your prospect sees every day. The vital question is, how many does he remember—and why?

2. Keep Your Chin Up!

No matter how well you know me, don't walk into my office and start crying on my shoulder. The order you lost yesterday or the troubles you had this morning don't interest me—I have my own. If you cannot walk in with a snap in your step and a smile in your voice, for the love of heaven stay out!

Talk optimistic merchandising instead of pessimistic depressionizing. Talk success . . . of men who are doing business . . . of odd business . . . of ideas that will develop business . . . of new deals, new prices, new styles, new merchandise . . . of the public that is merchandise hungry . . . of constructive re-organizing and planning for the good times that are coming. Don't start today remembering yesterday's defeats. Remember that enthusiasm is contagious . . . deadpan selling is negative. If you cannot cheer me up, I can certainly cheer you out!

To sell me a bill of goods today you've got to make me believe what I would like to believe, and make me feel the way I would like to

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feel. I'll do my own gloom dispensing; but I can certainly soak up a vast amount of hopeful enthusiasm if you can feed it to me properly. I may forget my troubles and sign on the dotted line.

It is your continual job to generate your own optimism and to re-charge your own storage battery when it runs down. If you can do it, you're a self-starter. If your sales manager must do it for you, you're just "one of the salesmen." But whatever you do, don't forget —when you walk into my office, keep your chin up!

3. Know Your Story-and Stick to

I don't care whether you use a canned sales talk or make an extemporaneous speech-if you cannot talk interestingly and convinc-ingly, you are out of luck. Present your sales story in logical formand make it sparkle! Make your prospect feel that you know your subject, or you'll lose both his interest and your audience. The man who walks into my office and starts talking about the weather or telling stories is on a par with the alleged salesman who asks: "You don't want any books today, do you?" Life is too short and fast and furious these days to waste time on salesmen who waste your time.

The great advantage of canned sales talks lies in their logical development of your sales arguments. The smart man is he who can take this material and present it in his own interesting manner, so that the prospect actually gets a glimmer of what it is all about before he loses patience. The man who jumps from pillar to post is apt to be left at the post before he gets well started.

Stick to the facts of your sales story. Be specific about its adaptations to my particular problems and I'll listen if you don't take too long to get to first base. If you don't know the full story of your product, I'll find it out before long —and you'll be out before long!

4. Play the Three "Tees"—Loyalty, Honesty, Activity.

In the game of business there is only one stance you can take. Both feet on the ground, solid and firm, with no droop to right or left. Take a good healthy swing at the ball and shoot onto the fairway—straight! No score-ruining slicing permitted.

Deliver me from the salesman who complains about his firm doing this, that or the other. If you cannot be loyal, at least be honest . . honest enough to get out. Loyalty breeds respect. Honesty develops confidence. Activity compels admiration. Loyalty is due to the customer who supports you just as much as to the firm who hires you. The first time you fail me, you begin to lose caste. The second time, you'll probably lose out with me. I cannot afford to take too many chances with you. many good men are constantly knocking at my door.

The value of honesty with yourself, your customer and your firm is surely self-evident. Evaluations are academic and superfluous. The first time I catch you, there won't be any second time.

Activity is a quality I admire but don't often get. When I ask you to do something for me, I unconsciously expect it done at once. I am not concerned about your other customers. When I give you an order, I want it delivered yesterday afternoon. Whatever you may do for me, I admire above everything else your evidence of activity in doing it. Even though I am occasionally unreasonable, I expect your compliance with my requests. After all, the thing that makes a hit with me, is the thing you want to play up to in order to continue making a hit.

Sell Merchandising—Not Merchandise.

It is a well-known fact that I am not interested in your merchandise as such—only in the opportunities for profit in its re-sale. Then why not concentrate your sales talk and your sales effort on the possibilities for profit in selling your merchandise and on the best methods of selling it?

I am always open-minded to constructive suggestions. The more you know about my business, the Setting the Pace

IN PHILADELPHIA

The Philadelphia Inquirer for the first quarter of 1935, carried more General and Automotive advertising than any newspaper in Philadelphia.

The Sunday Inquirer with over 677,000 circulation—by far the greatest of any Philadelphia newspaper—together with the Daily Inquirer, covers and dominates the Philadelphia Market at one of the lowest milline rates in the country.

That's the reason!

The Philadelphia Inquirer

"Pennsylvania's Greatest Morning Newspaper"

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A CCORDING to Government Census, readers of the NEW YORK EVENING JOURNAL buy well over half a Billion Dollars' worth of merchandise annually . . .

As much food and drugs and cosmetics as Baltimore and Cleveland rolled into one. . . . As much clothing and tobacco and beverages and auto accessories as the whole state of Indiana.

To neglect such a market is like wasting the whole volume of a hugely productive gusher.... To capture it, go after the more than 600,000 solid, substantial New York homes where the JOURNAL is, and always has been, the preferred newspaper.

With their patronage, countless manufacturers have scored success. Without them, no one can operate in New York at anywhere near maximum profit.



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ONALLY REPRESENTED BY HEARST INTERNATIONAL ADVERTISING SERVICE RODNEY E. BOONE, GENERAL MANAGER

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more I like your business. You may think I am just a hick store-keeper or a small-town business man, but show me a really worth-while idea and I'll throw my arms around you. The more simple you can make my merchandising problems, the more merchandise I will simply buy from you. I would be dumb to do otherwise—and regardless of what you may think, I am usually not so dumb. I have become ultra-conservative because I have listened to so many of you salesmen.

Too many men walk in to offer me a gross of this or a hundred of that, at a special price or on a new deal; but too few of you come in with a practical plan to re-sell the things you would like me to buy. Remember—it is not how much I buy, but how much I sell, that counts in your quota. What a tremendous hit a real merchandiser would make—regardless of what he wanted to sell me, or how much!

Keep Your Territory and Your Territory Will Keep You.

A truism as old as selling itself. You get out of a territory only what you put into it. How do you develop your territory? Do you actually cover it—or do you hop, skip and jump through it? Many a man in many a territory calls on a prospect here and there—and hopes for a miracle to bring the rest into the fold. Have you a regular calling plan of campaign? Why not?

Every territory contains an average number of Suspects, Expects and Prospects. How many of these do you transform into customers? And how many casual customers do you develop into good customers? The test of a good salesman always has been—and always will be—the number of casual inquiries he can develop into good customers.

Too many men worry about getting more territory, rather than concentrating on what they have. The grass on the other side always seems a bit greener, but it is just an optical illusion. Men overlook the fact that a larger territory involves more time, more overhead.

more expense. To scatter your effort over too much territory is like firing a load of buckshot at the stars and expecting a flock of customers to drop down. These are days of intensive selling and concentrated attack. Intensive concentration on a limited territory is apt to bring home the bacon much easier and with less expense than spreading your wings over more territory than you can cover efficiently.

The salesman with genuine vision will take a limited territory and build up a personal following that will do credit to his methods and win a cheer from the home office. One good customer-friend is worth a half dozen prospects. Why not use your gray matter to build up what you have rather than take a chance on an unknown quantity?

7. Follow-through on Your Follow-up.

Despite the number of times your golf pro has pounded this in, a good follow-through is still one of the rarest virtues in business today. How easily are you discouraged? When you fall down do you go noom—or do you bounce right up again? Do you call on a prospect once or twice and then call it quits? Or do you keep a prospect list and keep him alive as long as there is the slightest chance of his being alive?

Don't be afraid to make repeat calls on your prospects. The good old Law of Average still favors the man who wears out the most shoe leather. You may have called on your prospect six times . and he is all ready to buy on the seventh call, but you gave him up . . . isn't it just too bad? If your prospect is worth calling on at all, he is usually worth following up.* The only touch of genius in selling is the man who keeps in touch with his prospect and keeps his prospect in touch with his business. only way to break down sales resistance is to build up sales persistence. And you can never tell just when your prospect's will

[&]quot;See article by the same writer: "To Tie Up the Sales Contact," PRINTERS' INE, March 14, 1935.

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power has reached the breaking point and he is ready to give you an order that will more than make up for all your time and effort. Don't forget that the "hard-to-get" prospect is the "hard-to-lose" customer! Treasure every contact you make and he may develop into

a treasure for you.

Never dare to assume that a thorough sales talk is wasted. Into every garden you must plant some seed; and the only way to make your job bigger is to plant constructively for the future. The thought you implanted in your prospect's mind a year ago may blossom this year into an order that will place you at the head of the class. And don't forget this: In spite of hell and high water, keep your shirt on! Never close the path to a return call on your prospect; you may regret it like nobody's business. Remember, the customer can raise the very dickens with you-and get away with it; but the moment you try to reverse the process, he will probably do away with you. That is his one privilege and he is apt to be jealous of it. Anyway, there is an old saying that "New salesmen are easier to find than new customers." Isn't it the truth?

8. Keep the Courage of Your Convictions.

Your customer will respect you for your backbone and forget you for your wishbone. Develop a mind of your own and mind your own business. Your business is that of developing business for your customer; and the more development work you can do, the more business you will get for your firm. Don't let your sociability side-track your objective; and don't let your customer dissipate your convictions. Shakespeare developed the character of Polonius as a foil of ridicule for Hamlet. A " man" is a dead man in any lan-guage, and you will "yes" your customer to death at your own peril. Some day a salesman with courage is going to show you upand you're through!

The respect of your customer is a precious possession, but you

cannot acquire it through brute strength. You've got to deserve it by unusual service, intelligence, courage and helpfulness. And with only an occasional rare exception, the business of selling is one in which you usually get your just desserts. "As ye sow..."

While discussing respect, don't forget that the respect of your competitor is an extremely valuable asset. What a competing salesman thinks of you is almost as important as what a prospect thinks of you. If your competitor thinks you are a better man than he is, it will unconsciously affect his selling. If he knows he is a better man than you are, it will help his selling. Why conduct yourself so as to help your competitor?

Don't Be Afraid to Ask for the Order!

It is strange how many salesmen have this fear complex. He may give his prospect the finest sales talk in the world, but when it comes right down to the point of asking for the order, he becomes as timid

as a gazelle.

The average salesman is actually afraid to ask for the order. He has been depressionized to death: and when he calls on a customer he just knows in advance that he is not going to buy. And he doesn't! Consequently, the salesman never actually gets to the point of asking for the order. He hems and haws and beats about the bush, but never once does he actually dare to say: "How many cases do you want today?" Well . I won't say never. Occasionally he will ask the customer if he wants a case of goods-but he will never ask him if he wants five cases. You may only get half as much as you ask for, but if you only ask for half as much, you will get only half of that! Audacity is the greatest attention-getter in world. Ask for one case, and he may say no. Ask for five cases and he may laugh at you. But ask for ten cases—and he will either have heart failure or sit up and take notice. And the chances are in your favor that he will sit up and take notice . . . particularly if

Space buying made easy

(FOR SPACE SELLERS)

223 companies bought 89.3% of all the lineage used by the 300 largest national newspaper advertisers in 1934... Specifically, they bought 257,200,215 lines—an average of more than a million lines apiece.

DRAW YOUR OWN MORAL, BUT .. REMEM

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by an average of 20.2 executives in each of these companies.

Business Week is paid for and read

AIS WHEN THE PROMOTION BUDGET IS UP

Business Week advertising gets results ... because it delivers more executives per advertising dollar than any other publication.

BUSINESS WEEK

The Executives' Business Paper 330 WEST 42ND STREET, NEW YORK, N. Y. you have a good merchandising

plan to go with it!

Did you ever stop to think that every prospect you call on is being sold by somebody? Why not you? After all, it is only good business to ask for the order. That is what your prospect expects you to doand he respects you for it. Fail to do it-and he unconsciously loses regard for you. You cannot kid him. He knows you have called on him to try to sell him a bill of goods. Did you sell him or did he se'l you? What are you afraid of? Don't be half-hearted about asking for business, or you may find your boss whole-hearted about losing you. Sell, brother, sell!

10. Remember Your Terminal Facilities.

Any man can start a conversation. It takes a smart man to

know when to stop. I have seen a lot of smart-aleck salesmen talk themselves out before they got in. I have even seen salesmen talk themselves out of the order after

they got in and got the business. Get yourself some first-class terminal facilities and you've got something worth while. If you must talk . . . say something! If you have nothing to say . . . listen! Let the other fellow do some of the talking . . . it is his privilege. He may talk himself into a corner and first thing you know bingo! you've got the order. You can learn more by thinking while listening, than you ever will by talking while the other fellow is listening!

When in doubt, remember your terminal facilities. Very often, they will bring you home with the

hacon.

Chicago Club in New Quarters

Having secured a membership roster of more than 850 since its founding last fall, the Chicago Federated Adver-tising Club is establishing clubrooms of its own and will formally take posses-sion of them May 11. Facilities include dining rooms, read-

Facilities include dining rooms, reading and lounge quarters and rooms for committee and group meetings. H. R. Van Gunten, of Lord & Thomas, is supervising the design and construction of the new quarters.

Grand opening of the clubrooms will be celebrated the evening of May 11 with an Advertising Ball.

Directs Specialty Division Sales

Jack Caviezel, formerly vice-president of the Advertising Metal Display Com-pany, Chicago, has been appointed sales manager of the newly established spe-cialty division of the Exact Weight Scale Company, Columbus. Ohio. The new branch of the company will manu-facture a limited line of advertising specialties and premiums.

Has Marx Brewing Account

The Marx Brewing Company, Wyandotte, Mich., has appointed Martin, Inc., Detroit agency, as advertising counsel. A newspaper and outdoor campaign is planned to start immediately.

A. T. F. Advances Duff

Elmo Duff, formerly foundry super-intendent, has been appointed assistant manager of the type merchandising de-partment of the American Type Found-ers, Elizabeth, N. J.

Are These Premiums?

GUNDLACH ADVERTISING AGENCY CHICAGO

Editor of PRINTERS' INK:

If a comic strip bread wrapper is a premium, then please tell me:
Is a carton with comics thereon a premium?

premium?

Is a jar filled with peanut butter, which can subsequently be used as a beer glass, a premium?

Is a powder jar containing a cosmetic a premium because a woman, after having used up the cosmetic, keeps this jar on her dresser as a container for pins and immited. and jewelry?

E. T. GUNDLACH. . . .

Death of George D. Kelly

George D. Kelly, vice-president of the Edward M. Power Company, Pitts-burgh advertising agency, died suddenly at that city on May 2. Mr. Kelly, who was seventy years old, formerly was advertising manager of the Pittsburgh Dispatch and publisher of the Pittsburgh "Blue Book," social register, and the Pittsburgh Index.

Joins South Bend Lathe

A. C. Olander has joined the South Bend Lathe Works, South Bend, Ind., as sales engineer. He was formerly as-sistant to the sales promotion manager of the Studebaker Sales Corporation.

Opens Hollywood Offices

The Artist Bureau of the National Broadcasting Company has opened of-fices in the Roosevelt Hotel, Hollywood. Miss Dema Harshbarger is manager.

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New Securities Rules

SEC Modifies Original Regulations to Give Greater Latitude in Newspaper and Magazine Copy

M ODIFIED advertising rules, which the American Newspaper Publishers Association's committee on the Securities Act hail as a distinct step forward, were announced last week by the Securities and Exchange Commission. The rules apply only to newspaper and magazine advertisements and not to reprints, reproductions or detached copies of the advertisements.

Among the items required under the Securities Act in the registration statement but not required in advertisements are long financial statements and salaries of officials

and directors.

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ar ns Securities advertising need not purport to give complete information. This fact is called to the attention of the prospect with an announcement that the complete information can be obtained from the registration statement on file with the commission. The new rules follow:

"Amendment No. 6 to Instruc-

tion Book for Form A-2.

"The Securities and Exchange Commission pursuant to authority conferred upon it by Section 10 of the Securities Act of 1933 hereby amends the Instruction Book for Form A-2 for corporations, as amended, by adding after the title 'Instructions as to the prospectus' the following subtitle:

"'I-Instructions as to Prospectuses Other Than Newspaper Pro-

spectuses,

And by adding the following at the conclusion of said instructions: "'II—Instructions as to News-

paper Prospectuses.

"Notwithstanding the provisions of Article 16 of the Rules and Regulations of the commission under the Securities Act of 1933, as amended, and pursuant to the powers conferred by subsections (2),

(3) and (4) of Section 10 (b) of the act, and the commission finding that the requirements for newspaper prospectuses herein below contained are necessary or appropriate in the public interest or for the protection of investors for the class of prospectuses and the issuers to which applicable, and that the statements required by the items permitted to be omitted are not necessary or appropriate in the public interest or for the protec-tion of investors for the class of prospectuses and issuers to which applicable, the following rule shall govern newspaper prospectuses for securities registered on Form A-2 for corporations:

"1. The term "Newspaper Prospectuses" as used in these instructions shall comprise only advertisements of securities printed in newspapers, magazines or other periodicals which are admitted to the United States mails as second-class matter and which are not distributed by the advertiser. The term shall not include reprints, reproductions or detached copies of such

advertisements.

"'2. Newspaper prospectuses shall not be deemed to be "a written prospectus meeting the requirements of Section 10" for the purpose of Section 2 (10) (a) or Section 5 (b) (2) of the Securities Act of 1933, as amended.

"'3. Notwithstanding the provisions of Article 17 of the rules and regulations of the commission under the Securities Act of 1933, a copy of a newspaper prospectus need not be filed until the seventh day subsequent to the first date of publication; such copy shall be accompanied by a statement of the date and the manner of publication.

"4. Where the incorporation by reference in the registration statement proper of matter contained

First— at SANGER BROS

More women buying in this leading store read Good Housekeeping than any other magazine

582 women buying in 9 departments of Sanger Bros., Dallas, Texas, department store were interviewed by representatives of Tracy-Locke-Dawson.

93.1% said they read magazines regularly.

Summary of Interviews

Question No. 1: "What magazines do you yourself read regularly?"

Question No. 2: "Of these magazines is there any one in whose advertising pour have particular confidence?"

	Question No. 1 No. 2			Quest No.11	
Good Housekeeping	318	306	McCall's	139	
American	170	34	Woman's Home Companion	134	
Ladies' Home Journal	168	35	Pictorial Review	132	
Cosmopolitan	153	8	Saturday Evening Post	115	
Delineator	152	21	Colliers'	93	

First 10 magazines only. Details of the survey in Sanger Bros. may be had upon request is but one of a group of surveys made by advertising agencies among women buying in 274 of all kinds in 20 cities. 31,520 women were interviewed, of whom 14,728 were buying 11 department stores.

You will find in any good store that more women buying today a Good Housekeeping—and believe in its advertising pages. That's why paying more advertisers to place more pages every issue in Good Houkeeping than in any other magazine.

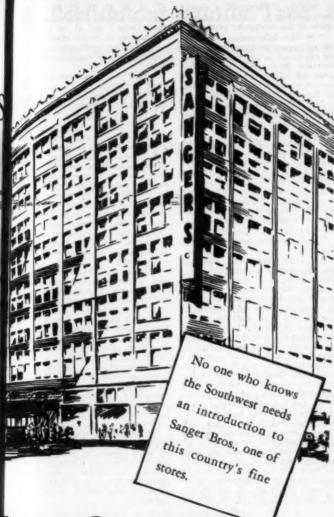
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Everywoman's Magazine 25 t a copy; \$2.50 per year in exhibits is permitted, a similar incorporation by reference may be made in the newspaper prospectus.

"'5. The information set forth in the newspaper prospectuses may be expressed in condensed or sum-The information marized form. need not follow the numerical sequence of the items of information in the registration statement.
"6. There shall be placed at the

head of the newspaper prospectuses in conspicuous print the following

statement:

""This is, though registered, not approved by the Securities and Exchange Commission, which does not pass on the merits of any registered securities."

"'7. There may be omitted from a newspaper prospectus matter contained in the registration statement in regard to the following:

"'(a) The facing sheet. "'(b) Calculation of registration

"'(c) The following items of the registration statement proper: Items 2, 4a, 6, 7, except as to the general character of the principal plants and other important units; 8, 9a, except that total of outstanding funded debt shall be stated: Columns B, D, E, F and G of Item 10a; 11a, except that the total of Column C shall be stated; Columns B, C, E and F of Item 12a: information set forth in answer to Item 13a similar to that which may be omitted as to Items 9a, 10a, 11a and 12a; 14; Paragraphs E, H and I, provided that a statement be made that substitution is permitted, if such is the case, and, if so, a statement be further made as to whether or not notice is required in connection with any such substitution; L, K, M, N and O of Item 15; 16; Items 18 and 19 other than as to securities to be offered; Items 20, 22, 23, 25, 26, 27, 29, 30, 31, 32, 33, 34, 35, 36,

37, 38, 39, 40, 41, 43, 44, 45, 46: any item not set forth above other than Items 7 and 21, as to which the answer is in the negative.

"'(d) The enumeration of the contents of the registration state-

"'(e) The signatures and consents of experts.

"'(f) All financial statements and schedules thereto.

"'(g) All exhibits. "'8. There shall be placed at the

foot of the newspaper prospectus a statement to the following effect: ""Further information, in particular financial statements, is contained in the registration statement on file with the commission and in the offering prospectus which must be furnished to each purchaser and is obtainable from the undersigned.

undersigned. (Insert names.)""
The special committee on the Securities Act of the A. N. P. A. is quoted in the New York Times

as follows:

"Under the regulation issuers and underwriters may now advertise securities at reasonable length without incurring additional liability, the committee said. Difficulties which have existed in preparation of copy are removed.

"In substance the regulation prescribes the contents of the newspaper prospectus' or financial advertisement of securities registered on Form A-2. It does so by authorizing the omission from newspaper advertisements of number of statements required to be contained in the registration statement.

"In the opinion of the A. N. P. A. special committee, which has been at work upon the problem with the Securities and Exchange Commission, the regulation will be an important factor in stimulating the flow of investment funds into industry."

Couchman Opens Office

Albert Couchman has opened offices in the Allen Building, Dallas, Tex., as an advertising counsel. For the last few years he has handled the advertising of Crazy Water Crystals, with offices in Mineral Wells, Tex.

Quigley Names Blanchard

Myron H. Blanchard has joined the Quigley Company, Inc., New York, where he will be in charge of advertis-ing. He was at one time with the McGraw-Hill Publishing Company. A. L. Diederich has also joined Quigley.

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Perfume as Family Tree

How This Toiletries Business Grew through Centering of Emphasis on Quality Item

By Nelson W. Millard

Advertising Manager, Bourjois Sales Corporation

UP until about ten years ago literally hundreds of toilet items, unrelated, so far as the public knew, were on the market under the sponsorship of Bourjois. It was a situation which could not endure as competition grew keener. Also there were the limitations of advertising, which does better when concentrated rather than spread.

And so a great many odd and miscellaneous items had to be sacrificed in order that the best things might be put forward successfully. But after that pruning process Bourjois still had no more than a general, even though it was a high-grade and well-established,

toilet goods business.

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Now a toilet goods house may have a family of products, but it is usually known as a "face powder house" or a "lipstick house," depending upon where its quality most notably excels—unless it has a "family tree." That "family tree" is an outstanding perfume, an odor recognized and accepted as highly desirable and distinctive. And from that tree hang all the other products like the good fruits they are. In the absence of an outstanding perfume a business may struggle along for years without achieving much volume except on a few favored items.

Bourjois overcame that difficulty when it brought out "Evening in Paris" perfume in the fall of 1928. From that odor grew a whole series of toilet articles perfumed with its fragrance. And the way to more effective, because concentrated, advertising was opened. Before then it had been necessary to spread diverging efforts over Manon Lescaut, Java face powder,

Ashes of Roses rouge and such—each on its own and none gathering strength from any of the others. The new perfume was a success from the start and it carried a whole series—face powder, rouge, toilet water, lipstick, vanities—to like success. In less than a year it produced over a million dollars' worth of new business.

And it has kept on producing until it ranks as an outstanding perfume line. It has grown to where it is because the public likes it and the advertising and merchandising have been conceived with a singleness of purpose-constructive growth in visibility, in distribution in acceptance within bounds of that integrity of character which is so important to a perfume. The aim has been to make it great but keep it in good company.

Success with a Line Brings a Temptation

When a line reaches the top, more than ever it requires consistent effort to keep it there. There is always the temptation to say, "We've got this line where we want it now. Let's set up another one and put our main efforts back of that. That will double our business."

But it wouldn't work out that way. For no matter how favorable the wind, reducing sail always reduces headway. When a business reduces advertising weight on a leading line in favor of a new line it must expect to lose part of its volume on its best seller, with no assurance that the new line will not become a failure on its hands.

It is easy to make mistakes in

May Q. I

the toiletries business. In fact, it is very difficult to avoid them, for there is always a great deal more in the stew, it would seem, than is ever put into the kettle. Complex and often indeterminable reactions follow simple actions, because the effort is always to achieve two ends which, strictly viewed, are manifestly contradictory. The aim is to build up a certain profitable volume and at the same time to preserve the feeling that the line is more or less exclusive.

If the impression is permitted to grow that a perfume or a face powder is sold everywhere in large quantities, then the woman with pride in her personal choice is not anxious to have it. And yet the consumer resents the inability to buy in a convenient store the product she has been sold through advertising. Between that disappointment and the feeling of chagrin which would result from the sight of huge piles of the merchandise on every hand, there is the middle ground of desirable availability, which is difficult to attain and preserve.

The temptation is always to come as close as it is thought one safely may to mass distribution and mass sales-a dangerous proximity which often lures the manufacturer as strongly as it repels the consumer. If he goes on beyond a certain indefinable line, the manufacturer is liable to wake up and find that his old business, the business he thought he had, is gone and he is in some other kind of business.

Mass Distribution Methods Are Ruled Out

That is why the methods which give the best results in mass distribution are ruled out. Such volume ideas as may be applied so successfully to, say, a toothpaste, would work havoc with a perfume. On some products it may be to an advertiser's advantage to publish that, out of a certain number of women questioned, for instance, 85 per cent expressed a preference for his brand. But such evidential popularity would-paradoxicallykill the most popular perfume almost over night. For always the



While dealing with intangibles, perfume advertising must produce tangible results

illusion of exclusiveness must be preserved.

In other ways, too, the advertiser of perfumes must get tangible results while dealing with intangibles. The maker and seller of automobiles may invite the prospective purchaser to compare definite things which he can see and know-horsepower, brakes, springs, acceleration. But who can describe a fragrance! And who can make a bottle of perfume seem desirable by means of straight exposition!

The essence of the perfume business lies in its very intangibility. And the "priceless ingredient" of the product may not be an ingredient at all; it may be something which exists only in the imagina-tion of the user. The sales story cannot be told directly; it must be suggested. The product must be given background, atmosphere, a somewhat mysterious but wholly desirable illusion must be built around it, and the whole purpose must be to keep it, apparently, just a little above the level of the people to whom the appeal is addressed-to make it something they will feel they are reaching up to, something just within their reach.

The price factor also sets per-

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fume apart from the general run of products. Food, clothing, jewelry, nearly everything else can fluctuate in price. But perfumery items must stay fixed. If a face powder, for instance is a dollar powder, it cannot be made 90 cents and six weeks later put up to 95 cents or \$1.10. It must hold its price in good times and bad, for to reduce it is to topple it from its pedestal as if to say that it has been cheapened. On the other hand if it has been selling regularly at a dollar and rising costs induce the manufacturer to raise the consumer price to \$1.25, in all probability he will lose most of his patronage-for "why should a dollar face powder cost a dollar twenty-five, and since when?"

To meet this price inflexibility "combination package" has evolved, and it is simply another case of an inhibition's breeding a "necessary evil." The desirable side of it is that it enables the manufacturer, if he uses it discreetly, to produce the effect of a price reduction on perfumery items without suffering the consequences of an outright reduction; or to introduce a new or unknown item. The consumer gets something more for the same price, and that has been the saving grace of the idea in recent depression years. And the price retains its integrity, for when times improve the base item may again be sold singly, without the added inducements of companion items.

Rightly presented, the combination may introduce the line to new users. It is important that the price shall be that of the main item, with the other item or items representing clearly an extra value. Bourjois sold such a package very successfully last year. It was made up of a regular-sized box of "Evening in Paris" face powder, with a small bottle of perfume and a lip-The extras were carefully placed inside the cover of the sealed powder box to prevent separation of the items, and the combination was sold at the usual price of the face powder alone. Salesmen went to work the first of the year and the offering was opened to consumers in February. It was backed by national advertising and was thoroughly merchandised through window displays, counter cards and package and envelope stuffers for dealers' use. Complete literature with order blanks attached was also supplied to jobbers. And a thoroughly organized contest was put on for retail salespeople.

It is a fundamental of the Bourjois advertising policy that it is kept flexible. It is never committed to a twelve-month campaign -signed, sealed, delivered and adhered to. Plans are seldom made more than three months in advance. and thus there is preserved the freedom to turn this way or that whenever the time seems to be propitious. This method also has the virtue of bringing new enthusiasm to each intensive effort, while avoiding the inevitable let-downs of long-drawn-out advertising and selling campaigns which seek to produce generally good results rather than to reach a series of specific goals.

Prestige Is Ever Present as a Motive

While aiming to produce sales for today, our advertising, of course, never loses sight of the need to build character, reputation and prestige for the house and its products. But it is a point in favor of the "combination package"-and also the gift set-that it may be handled differently from the sensitive and aloof perfume upon which the line depends for its sales appeal. There is the element of tangible value to the combination or gift package which makes it possible to put the story over quickly with considerable point to the sales hook.

The ever-present need for both institutional and selling copy has naturally evolved the cumulative advertising "series," such as was used with much success—in fact, more than we had ever attained before—on Christmas merchandise last year. Some credit, of course, must be given to two new perfume packages and to a series of attractive new vanities—single, double and triple—and also to the fact

May 9, 1

Shifting emphasis from the intangible to the tangible is the idea of the series. Advertising ran in October, November and December on the Christmas sets, with some preparatory copy in September. October and November copy was largely institutional, but some of the items in the line were featured in inset "spots," with adjacent copy giving prices. The "build up" theme, it may be admitted without apology, is and always has been as old as the hills-romance-the glamorous spell of Paris in the evening-"All its fascination, its gaiety, its glamour . . . in a Perfume.

Old-ves-but ever new, and meaning something different but incalculably appealing to every one of millions of women. We have never capitulated to the easy error of striving for something new where something old and tried produces dependable results. Not that we couldn't think up smart ideas, but we have a suspicion that whatever the changing times may bring, "romance" is something basic and "glamour" is the same. Used intelligently-never cheap, never next door, always far off, perhaps unattainable and always somewhat mysterious-their appeal will never wear off.

Third Advertisement a Dressed Up Catalog Page

But, not forgetting that we have something for sale which is attainable, the third advertisement in the series takes on frankly the character of a dressed-up catalog rage. done in the silver and blue colors of the line. It is headlined, "Wise is the giver whose feminine gifts are Evening in Paris!" And it presents a selected six of "twentysix different sets, each as beautiful as those shown here." It suggests that "if you could step up to toiletry counters about this time of year, and see lovely ladies yearning over the sets on display, you would see how surely each gift will bring a thrill of special delight!" In brief, it is an advertisement which does a real selling job

and which makes no bones about it. The series is cumulative in its sales purpose, and the final piece identifies the package in life-like color, enabling the effect of the advertisement to carry over to the same blue and silver and evening stars of window displays designed to pull the customer into the store where the sales cycle is completed. We regard displays as an indispensable arc in that cycle. But it is a mistake to give them more than the role of reminders, to clutter them up with a lot of extraneous things, to try to make them repeat the sales story. We treat them as posters, with attention value to stop the passerby, with sufficient simplicity and strength-all in the typical motif of the advertising and the packaged line-to register their unmistakable identity from across the street. The strong family resemblance of all three is the continuous thread which leads through from the printed page to the purchased product.

That is why we attach considerable importance to our display organization which puts in our windows in the more important cities. And we see to it that our displays are so built that lack of ingenuity is no bar to their installation by the retailer himself. Moreover, they draw very lightly upon the merchant's stock, and they speak the name and the line so distinctly in lettering and design that they will not do any other piece of merchan-

dise one bit of good. We do not seek display co-operarelentlessly all the year. Rather we strive for the most effective results at peak times, about twice a year, when it is most important. At Christmas and when we have a sales drive on, we get as many stores as we can at that particular time. Maximum use brings a maximum lead-through to over-the-counter sales, and with the completed circuit once in contact, the way is open for the line that is worth its salt to repeat the cycle on its own. Then, too, there is the thought that the perfume which is too much in the public's thought, early and late, will sooner or later lose luster.

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THE COUNTRY LIFE-AMERICAN HOME CORPORATION

takes pleasure in announcing the appointment of

FRANCIS L. L. STEVENSON
as Advertising Manager of
THE AMERICAN HOME

JAMES L. BIDWELL
as Advertising Manager of
COUNTRY LIFE

HENRY L. HORNBERGER

as Advertising Manager of the New York Area Edition of

THE AMERICAN HOME

HENRY L. JONES

Vice-President Advertising Director



-and if not, why not?

If your product isn't moving over the counter as swiftly as it should—what's wrong?

Is it the product itself? Probably not. Our experience has been that when sales are slow the trouble is usually at the point of sale. The product isn't getting seen . . . it isn't getting the right display . . . its package isn't creating the urge to buy . . . the dealer isn't getting the proper help.

If you think your problem may be in

the retail store, has it occurred ned, bough you that the American Can Comp we what go might be of help? Has it occurred not both sides you that a company specializing sibly in the two basic merchandising weapon housands packages and point-of-sale disp ty field, the must have quite a merchandisalue to you background? To create packages blem, we sled—to design and build merchand you and coing pieces that get goods seen, up a line to

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curred ned, bought—we have had to Comp w what goes on in retail stores curred n both sides of the counter.

alizing sibly in this broad experience, reapor a thousands of products in almost display field, there may be something nandis value to you. If you have a retail ages blem, we should be glad to work the product of the

Department of the American Can Company, 230 Park Avenue, New York City.

Why does American Can Company concern itself with problems of retail merchandising?

Our reasons are the same as yours. We cannot sell more packages than you sell for us—yow cannot sell more than the consumer buys. The consumer is our common goal.

AN COMPANY 246 PARK AVENU



Cutouts for Children

How Advertisers Appeal to Juvenile Collectors' Instinct through Unusual Package Ideas

THE CURTIS PUBLISHING COMPANY PHILADELPHIA, PA.

Editor of PRINTERS' INK:

Will you please send us a list of any references you have on the use of cutouts for children such as those used by Post Toasties on their package recently? We are also interested in the use of such advertising cutouts in newspapers or any other place.

CHARLES C. PARLIN,
Division of Commercial Research,
Advertising Department,

FOR a great many years manufacturers have used their packages in one way or another to get

the interest of children.

Any adult whose memory goes back to the nineteenth century will remember the bird and animal cards that used to be packed with baking soda. Even further back than that advertising cards designed to appeal to the juvenile collector were used in large numbers. Similar to this was the cigarette picture which, although the tobacco companies insisted that they were not designed to appeal to children, did have wide juvenile acceptance. Until two years ago, however, the number of manufacturers doing

this type of work was comparatively small.

Up until comparatively recently most of this effort was confined to material packed with or inside the container. It was something separate from the package, such as a picture of a ball player or a folder containing a fairy story.

The present popularity of cutouts is based, however, on something that is actually a part of the container. The child who wishes to use the Post Toasties cutouts must wait until the package is emptied before he can get the material he wants for his collection.

Behind every effort to appeal to the child are two ideas. First, is the desire to get the child to influence the original sale. Second, is the wish to build something that the child will want to collect so that he will ask his parents to continue to buy the product so that he can add to his collection.

The serial idea is not confined to cutouts alone. Some packages carry stories or cartoons. All, however, are designed to build repeat sales. On the reverse side of the Force packages is run a series of Bobby Benson cartoons. Bobby Benson is a radio character and

May 9, 1935

thus offers up. At the of cartoons low Bobby A thrilling age of 'Fo

The Kell months has of stories of packages. orative pict back of the panel is the "You'll"

"You'll of these ad pearing on Corn Flak many land trated in paragraph that can be "More to the control of the

them.

"If you you with t send one Kellogg's showing th Company, giving the desire alo address. the story

General running a baseball s of the Wh the comp



Severe

thus offers an excellent cartoon tieup. At the bottom of each series of cartoons is the suggestion, "Follow Bobby Benson's Adventures. A thrilling episode on every package of 'Force.'"

The Kellogg Company for some months has been running a series of stories on the reverse side of its packages. The story, with its decorative picture, occupies the entire back of the container. On a side annel is the following message:

"You'll want to read every one of these adventure stories now appearing on packages of Kellogg's Corn Flakes. Thrilling stories of many lands, all beautifully illustrated in color. (Following this paragraph is a list of eight stories that can be obtained.)

"More will follow. Watch for

them.

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"If your grocer cannot supply you with the story panel you want, send one top from a package of Kellogg's Corn Flakes (the one showing the herald) to the Kellogg Company, Battle Creek, Michigan, giving the title of the story you desire along with your name and address. We shall be glad to mail the story panel to you."

General Mills, Inc., has been running a series of pictures of baseball stars on the reverse side of the Wheaties package. Recently the company added a picture of

Jack Armstrong, its radio character. This is an adaptation of the old cigarette picture idea with the variation, as already pointed out, of making the picture actually a part of the container itself.

On packages of Quaker Puffed Rice is now appearing the American Frontiers series. A package purchased recently deals with Captain John Smith in Virginia. On the bottom of the box is the story of John Smith written in one paragraph. Three panels of the package are taken up with cutouts. One of these panels has a cutout of John Smith and Pocahontas. Another is a single cutout showing Smith in a boat exploring the unknown. On the reverse of the package are cutouts of a number of animals and birds that he saw on his voyages.

These cutouts are all designed so that they can be folded back and will stand up, thus allowing the child to build a miniature stage set if he wishes. At the bottom of the John Smith story is the suggestion, "Watch for Champlain. Save stories and cutouts, trade with friends for other sets."

Colgate-Palmolive-Peet Company is now using cutouts on the Super Suds package. This company on the display face of the package carries a cutout figure which has in its hand a message saying, "Look! Loads of fun for boys



Several examples showing how cutouts are being used by prominent advertisers

May O.

and girls . . . the new Super Suds 'Town Toys' now on Super Suds packages."

On a side panel is a picture showing how the cutout toys will look when finished and the following message:

"Boys and Girls! This is how your Super Suds 'Town Toys' will look when finished.

"Cut them off the box right now. See how they stand alone when you put them together.

"Build a complete town with Super Suds toys! There are different sets of toys on different boxes; shops and a city hall on one box; a depot and locomotive on another; farm buildings and animals, boats, fishermen—and many others.

"Be sure mother always gets Super Suds—look for the new Town Toys on the packages."

On the back are the toys to be cut out.

This is a particularly interesting example of how far the cutout idea has been followed because in most cases the manufacturers have not made any effort to feature the cutouts, stories or cartoons on the front of the container. In not doing this they have, of course, been hindering themselves from getting maximum value on the idea.

Most manufacturers fail to realize the extreme flexibility of the container. They think of a package design as something that must be set over a long period. They do not realize that a general design is open to many variations without ruining the memory value of the over-all arrangement.

For instance, the Super Suds package, although quite a bit of the front surface is taken up with a picture of the cutout doll calling attention to the Town Toys, still has the old appearance of a Super Suds container. The mere fact that the cutout has been added to the general design does not interfere with memory value and yet serves to advertise the juvenile appeal.

The General Foods Corporation was one of the pioneers in the present trend toward serial packages. This company has used several ideas. The first Post Toasties packages had pictures of circus characters and soldiers. surprisingly the soldier cutouts met with the disapproval of certain pacifist organizations who cried that the "corporation was encouraging war." Of course the corporation had no idea of encouraging war but that did not save it from the condemnation of the pacifists. This particular fuss was a tempest in a tea-pot and the company has continued with the cutout idea, using various types of characters for the children to

Last fall the company introduced on the packages of Post's 40 per cent Bran Flakes pictures of famous North Americans. There were four of these pictures on the reverse of each package. They were playing card size.

Swift on its Brookfield butter cartons is tying-up its trade character, Brooksie, with the serial idea. It is running a series of Brooksie and her Pals and is featuring these in advertising. For instance, a color advertisement early this year in comic sections devoted a full page to describing the cutouts.

There is one problem that the manufacturer must watch in packing containers of this kind. Each case sent to the grocer should contain a variety of subects so that the child who has collected material from one package may buy another without repeating. In fact, grocers have found that when this is done they may sell two or three packages from a case where formerly there would have been only a single package bought.

Further, the cutouts must be changed with reasonable regularity so that the child does not interfere with the sales because he has a complete collection.

Another reason why the manufacturer should change the cutouts, or pictures, or cartoons with reasonable frequency is that there is a possibility that the mother, seeing the same cutouts over a long period of time will think that the merchandise has been hanging around on the dealer's shelf.

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Announcement!

THE COMIC WEEKLY, distributed to more than 5,500,000 families through the 17 great Hearst Sunday newspapers, will revert to its former, large size pages with the issue of June 23.

Four-color advertising space will be available in full-page or half-page units.

Full-page type size is 14 x 19 inches and half-page type size is 14 x 9 inches.

Advertising rates are, as formerly:

FULL PAGES (inside) ... \$16,000 BACK COVER 17,500

HALF PAGES (inside) . . 9,000

THE COMICWEEKLY



NEW YORK 959 Eighth Avenue

CHICAGO
Palmolive Building

OME NOTES ON SPACE BUYING: If you have followed SALES MANAGEMENT'S "Media and Agencies" department with any degree of regularity-particularly if you are a large user of

space—you perhaps have been impressed. If any one medi or group of mediums has proved self year after year, that, of cou is sufficient proof of its desirabi for any specific advertiser's messa

An excerpt from "Comment" by Raymond Bill in Sales Management, April 20, 1935

FIRST in PITTSBURGH Third in the world

IN 1934 ADVERTISING VOLUME

Authority, Media Records

MEMBER OF THE UNITED PRESS . . . AUDIT BURKAU OF CIRCULATIONS, THIS WEEK, METROPOLITAN SUNDAY NEWSPAPERS and of MEDIA RECORDS, INC.



The Pit

1935



BY MORE THAN 50 YEARS
OF PRODUCING RESULTS
FOR ADVERTISERS.

e Pittsburgh Press

A SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY

CHICAGO . SAN FRANCISCO . LOS ANGELES . DALLAS
DETROIT . PHILADELPHIA . ATLANTA



SMILES

—and the sound of the hammer is beginning to cause smiles throughout the land.

- It will be heard in the homes of 4,032 readers of SCRIBNER'S MAGAZINE.
- 4,032 readers tell us they plan to remodel or repair during 1935.
- Suppose they only spend \$500.00 x 4,032 homes.
 That's quite a lot of money.
- Some additional money might even be spent for your product if you told this group of Scribner readers about it.



No one is in arrears for his or her subscription to Scribner's Magazine

Humble biles at News... of Ame in New Hotels."

Farm p April 1: sale pri accordir business 70.6, 19

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Senate

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Florida
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I See Where . . .

CREEDOM OF THE AIR," startling editorial on political control of radio in April 29 issue of the United States News. . . . Poste Parisien, Radio Normandy and Radio Luxembourg to increase rates during Autumn 1935, says London Advertising World. . . . May 4 issue of Today carries article on puff-sheets, too well known to advertising managers called in by presidents after they have signed themselves up. . . . S. 944 amending Section 5 of Federal Trade Commission Act, S. 5 (Copeland's Food and Drug Bill), and S. 1439 amending postal laws to include as second-class matter religious periodicals publishing local information, came up on Senate Calendar on May 1 and were all passed over. . . .

Humble Oil and Refining Company run their 212 "low-priced" automobiles at average of 3.43 cents per car mile, says National Petroleum News. . . . Bureau of Census issues three new reports based on Census of American Business, being "Stores and Sales," "Wholesale Distribution in New England States," and Volume II of "Services, Amusements and Hotels." : . . Standard Statistics Company sees "continued narrowing of increase of national advertising over 1934 levels indicated for medium term but relatively good expansion probable later in year." . . .

Farm price index as reported by Department of Agriculture 111 on April 15, being 3 points above March 15. . . . General level of wholesale prices for March down slightly to 79.4 per cent of 1926 average, according to Bureau of Labor Statistics. . . . Business Week index of business activity 62.3 against 63.0 preceding week, 66.1 year ago, and 70.6, 1930-34 average. . . .

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Federal Reserve Board reports volume of industrial production showed little change in March with residential building activities up in first half of April and wholesale prices of farm products and foods increasing in first three weeks of April. . . . Industrial activity at low point thus far for 1935, continuing declining curve according to Standard Statistics Company. . . . Governor La Follette on May 1 signed Wisconsin re-sale price maintenance fair trade act, while Pennsylvania House passed its similar bill 203 to 0 and Texas bill reported out favorably by Senate Committee. . . .

FACA frowns on cocktail contests, gifts, prizes and premiums. . . . Florida Senate, according to New York Herald Tribune, passed bill to outlaw chain stores, except chains now operating. . . NIRB announces indefinite stay of retail trade code provisions relating to scrip; also similar provisions in retail jewelry and retail food and grocery trade. . . Industry and Business Committee for NRA extension, according to New York Journal of Commerce, opposes Clark proposal to extend NIRA temporarily. . . .

SEC issues important ruling on financial advertising. . . . NIRA extends until June 21 emergency order establishing minimum mark-up in

wholesale distribution of cigarettes but amending rates to give sub-jobbers larger margin. . . . Farm population of 32,779,000 largest in United States history, according to Bureau of Agricultural Economics. . . . Senator King proposes amendment in nature of substitute for NRA measure (S. 2445) designed to supplement FTC act. See page 6759 Congressional Record April 29. . .

Speaker Byrnes names as committee to Investigate American Retail Federation Representatives: Warren, North Carolina; Dockweiler, California; Lucas, Illinois; McLean, New Jersey; Cole, New York; and Boileau, Wisconsin, while Federation sends out invitations by wire to various organizations asking them to join. . . . Dun and Bradstreet note favorable trade developments for week ending April 27, with April retail sales for country up 4 per cent to 12 per cent above figures for April, 1934.

G. M. S.

Appointed by "Country Life" and "American Home"

The Country Life-American Home Corporation, New York, has made the following appointments according to an announcement made by Henry L. Jones, vice-president and advertising director: Francis L. L. Stevenson as advertising manager of the American Home; James L. Bidwell as advertising manager of Country Life, and Henry L. Hornberger as advertising manager of the New York area edition of The American Home. All have been with the organization for a number of years.

Rochester Club Elects

Rochester Club Elects
Frederick D. Whitney, vice-president
of the Lincoln-Alliance Bank, has been
elected president of the Rochester,
N. Y., Advertising Club. He succeeds
John P. Street. Other officers elected
were: first vice-president, Herbert R.
Vicental Street of the Rochester R.
Vicental Street of the Rochester, Reserved. advertising manager, The Company; second vice-pres-harles A. Carruth; treasurer. Pfaudler ident, Charles A. C. Matthew D. Lawless.

"The Comic Weekly" to Revert to Large Size

The Comic Weekly, distributed with the seventeen Hearst Sunday news-papers, will revert to its former, large-size pages, beginning with the issue of June 23.

B. B. D. & O. Transfers Brew

Austin Brew has been appointed space buyer of the Chicago office of Batten, Barton, Durstine & Osborn, Inc., hav-ing been transferred from the New York office of that agency.

To Advertise Washable Straw Hat

Portis Bros. Hat Company, Chicago, has placed its advertising account with Reincke-Ellis-Younggreen & Finn, Inc., agency of that city. Magazines, newspapers and direct mail will be used to introduce a new washable straw hat.

New York Art Directors Elect Joseph B. Platt

Joseph B. Platt, art director of the Delineator, has been elected president of the Art Directors Club of New York, to aucceed Dr. M. F. Agha, of the Condé Nast Publications.
Other officers elected are: Leonard London, Outdoor Advertising, Inc., and Henry B. Quinan, Crowell Publishing Company, vice-presidents; Loren B. Stone, The Blackman Company, secretary, Joseph Hawley Chapin, of Scribners, was re-elected treasurer. Heyworth Campbell and Gordon Aymar were named to the executive committee. The new officers will take office in September.

"Liberty" Advances McCutcheon

Dale D. McCutcheon has been appointed Western advertising manager of Liberty. He has been a salesman in the Chicago office of Liberty since 1926. Before that he was advertising manager of the Alemite Manufacturing Company, and account executive of the Campbell-Ewald Company.

Kansas City Club Returns to A. F. A.

The Advertising Club of Kansas City has become re-affiliated with the Advertising Federation of America. The club was forced to drop its membership in the Federation several years ago due to financial difficulties.

Has Dairy Group Account

The Fresh Milk Institute, Inc., an association of St. Louis dairy companies. has appointed Ruthrauff & Ryan, Inc., to handle its advertising. Newspapers, radio and outdoor advertising will be used.

Zenith Radio to Kastor

The Zenith Radio Corporation, Chicago, has appointed the H. W. Kastor & Sons Advertising Company, of that city, as its advertising agency.

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Enter a New Cleaner

NuFome, Introduced with Metropolitan Campaign, Is Spreading Distribution Westward

THIS fall, advertising on a new product, which has been successful in getting 90 per cent distribution in the one area where it has been introduced, will be extended to key cities east of the Mississippi. The product has its origin in the search of a group of financial interests for a cleaning fluid which would serve two purposes; first, be an all-purpose cleaner, and, second, be so priced as to permit its use in cleaning all of an item instead of just a spot or a soiled area.

In order to get a product that would meet consumer needs, a staff of investigators was sent out to interview women in groups of 100 in various types of residential districts. This led to the further specifications that the embryo product should be such as not to leave a ring or fade the materials on which it would be used. The result of laboratory tests is the development of a concentrated liquid, highly saponified, which has been

named NuFome.

The NuFome Corporation was organized in New York and its first marketing step was the training of a sales staff, both in the details of a selling campaign and in the problems of cleaning. Essex County, New Jersey, was divided into territories and for each territory lists were made of its drug, grocery, hardware, auto accessory and furniture stores, and a man assigned to cover these. To one man was given the job of contacting all department store and chain stores in the county.

A sales manual was given to each man, containing price information, facsimiles of a letter from the laboratory, and details of the advertising campaign. The objective of the men, once calls were started, was to get an initial order of two dozen, packed in one-dozen cartons usable as counter displays.



A cartoon series shows the Bubble Man demonstrating the product

Advertising started April 22 with a schedule in two evening newspapers, opening up with two in-sertions in each issue of one-column, fifty-five-line teaser copy, illustrating bubbles. The second day introduced the arms, head and part of the body of the Bubble Man, NuFome's contribution to advertising characters. Copy on the third day was a combination of the two preceding advertisements. The teaser idea followed through on the fourth day with full illustration of the Bubble Man in threecolumn seventy-five-line space, together with the announcement 'Clean Up Coming, see tomorrow's paper."

The climax was full-page space on the fifth day which heralded a "Remarkable New Discovery," showed an illustration of the package, carried a coupon offering a free sample. Small cuts and text

May 9,

in the left-hand margin described five uses for the NuFome coupons. More than 5.000 samples have been sent out to date in response.

Since that time the product is being featured twice a week in each paper so that alternate advertisements are appearing four days weekly. The theme is a series, in

cartoon style, showing the Bubble Man demonstrating the work which NuFome can do.

Distribution has been obtained in 90 per cent of the logical out-lets in Essex County and the company's plans are to extend the campaign to key cities east of the Mississippi in the fall.

George W. Ritter Dead

George W. Ritter, associated with the George W. Ritter, associated with the advertising business in the Middle West for many years, died at Rockford, Ill., last week. In 1900, while in charge of advertising of the Buck Stove and Range Company, St. Louis, he founded the publication Buck Shot, one of the first house magazines published in this country. In recent years Mr. Ritter had been identified with the furniture business, heading a company bearing his name at Chicago. He was sixty-three years old. three years old.

Black, President, White Motor

R. F. Black, newly elected president of The White Motor Company, Cleveland, assumed his new duties May I. Desiring, because of his health, to be relieved of active duties as president of the company, A. G. Bean has been elected chairman of the board. He will remain actively in charge of the company's affairs. Mr. Black has been head of the Brockway Motor Truck Corporation.

With Metropolitan Agency

W. P. Downey has joined the Metropolitan Advertising Company, New York, as an account executive. He was formerly with the George N. Wallace Company and, at one time, was sales promotion manager of the New York Evening Journal.

Names MacLaren Agency

The Montreal office of the MacLaren Advertising Agency, Ltd., has been appointed to direct the advertising of Harriet Hubbard Ayer of Canada, Ltd., also of Montreal. Present plans call for the use of newspapers and magazines in the Eastern part of Canada. . .

Appoints Luckey Bowman

The advertising account of the Geo. A. Erkenbrach Company, Jersey City, N. J., manufacturing chemists, is now being handled by Luckey Bowman, Incorporated, New York agency. Curtis F. ated, New York agency. Curtis Columbia is the account executive.

Represents Wyoming Paper

The Sheridan, Wyo., Press has apas its national advertising representative.

Adcraft Has Legislative Group

Adcraft Has Legislative Group
Hal G. Trump, secretary of Fred M.
Randall & Company, Detroit agency, has
been appointed chairman of the legislative committee of the Adcraft Club of
Detroit. This is a new committee organized by the club's newly elected preident, Gordon K. MacEdward, because
of the increasing number of proposed
laws that directly affect advertising. In
addition to local legislation, this committee will also take an active interest
in national legislation aimed at advertising.

Adds New Accounts

The Kinnear Mfg. Company, steel rolling doors, and the Automotive Parts Company of Ohio, both of Columbus, Ohio, have appointed Wheeler, Fregeau and Associates, agency of that city, to direct their advertising. The Kinnear company has brought out a new product called Tip-Top Hardware, a set of hardware that converts garage doors into an overhead type door. Direct mail and magazines are being used.

Schofield Joins Rickerd

Emerson J. Schofield has joined the C. E. Rickerd Advertising Agency, Detroit, as sales and merchandising consultant and as an executive officer. Mr. Schofield resigned as vice-president of the Globe Indemnity Company of New York on May 1.

Has Children's Dress Campaign

Advertising of Marcelle Julien, Inc., New York, French hand-made dresses for children, has been placed with A. Raymond Hopper, New York. For the present class magazines and direct mail will be used.

Appoint Hoffman

Irving M. Hoffman, Inc., New York, has been appointed advertising representative, in Eastern territory only, of Coal Mining, Pittsburgh. This company will also represent the New American Hotel Reporter, Chicago.

Testing New Tooth Powder

Philip Klein, Inc., Philadelphia agency, is handling the advertising of the New Alcolite Tooth Powder, which is being tested in the Philadelphia market.

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GOOD HOUSEKEEPING

ANNOUNCES

THE APPOINTMENT

OF

MR. C. O. DAVIS

AS

EASTERN ADVERTISING MANAGER

IN CHARGE OF

NEW YORK OFFICE SALES

Sanforizing Out in Open

No Longer Necessary to Be Modest, Manufacturers Find, and Institutional Advertising Starts

By George R. Horton

A NNOUNCEMENT that Sanforized-shrunk has started upon a consumer advertising campaign involving the use of space in some thirty magazines in many fields, marks the culmination of three years of preliminary skirmishing devoted to what military experts would call consolidating the position.

The history of those preliminary campaigns furnishes valuable data concerning methods employed to secure recognition of a scientific shrinking process for cotton and linen fabrics. Commercially Sanforizing is four years old. During those four years the process has been so extended that production has increased from a scant million yards to a potential 500,000,000 yards annually; and from a single machine in three plants, to fifty-seven plants in seventeen States, in Canada, England, Ireland and Switzerland, each plant equipped with from one to six machines.

Sanforizing is a patented process of shrinking fabrics by machinery. The process is controlled by Cluett, & Company through Peabody scores of patents in many countries. It derives its name from that of Sanford Cluett, who spent many years in research to develop a method to eliminate shrinkage in shirtings. Any finishing plant may install machinery for shrinking by the Sanforizing Process. Under a licensing agreement the finisher contracts to conform to standards which provide that no fabric may properly be labeled Sanforizedshrunk which fails to test within a tolerance of 0.75 per cent of complete shrinkage; or, to state it more specifically, one-quarter inch, per yard, in length and width. Being a licensing agreement it permits a

check upon results, even a withdrawal of the license if the agreement is persistently violated.

The reason that a national advertising campaign is now unfolding is that for the first time such popular and widely used fabrics as ginghams, flannelettes, sheers of such types as lawns, voiles, dimities and batistes are being successfully Sanforized-shrunk. Until this result was achieved during the final six months of last year, it was felt that a general advertising campaign was neither wise nor fair to retailers.

Now that the range of fabrics available is so wide as to include practically every important fabric in cotton and linen, the general attack is on. This merchandise is available from many sources, and Sanforized-shrunk feels that it is up to stores to supply it.

Scope of Project Widened Three Years Ago

The merchandising of the products of the process was placed in charge of John C. Turrell, a director of Cluett, Peabody. Three years ago Mr. Turrell decided that the project had reached such proportions as to permit a widening of the scope of promotion and advertising. Fifteen basic principles of development were set up. With few modifications these principles are still in force. Though circumstances may alter the method of attack to attain a specific objective, these basic principles furnish the guiding force and give underlying continuity to the campaign.

Some general trade advertising had been done. It was decided, however, that before national consumer advertising could become effective, a groundwork of accom-

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You could read this advertisement FROM A MILE AWAY

It covers a newspaper page ninety-three feet deep and seventy-four feet wide. Its area is a million square inches. It is as large as the combined size of 2,777 ordinary newspaper pages.

In a single day Rapid can make more than a million square inches of electrotypes... more than enough to cover a newspaper page of this gargantuan size.

One may not boast of mere size. But the size and the facilities of Rapid are what make Rapid's speed-quality service possible; what enables Rapid to give localized service anywhere.

A pattern tonight is advertising news tomorrow—when you turn to Rapid.

Rapid welcomes single orders, offering to them the same specialized attention given to the largest clients. Next time try Rapid.



The Rapid IN THE WORLD IN THE WORLD ELECTROTYPE Co.

BRANCH OFFICES: NEW YORK-CHICAGO CINCINNATI

ATLANTIC ELECTROTYPE AND STEREOTYPE CO. - 228 East 45th St., New York



tributors in the entire grocery field. They do more business than all the hardware dealers, druggists, the greatest, most active and responsive army of dis-

take the average grocer, for instance, he . . .

and dry goods retailers combined.

Our feeling at this point is usually to say, "You take him, we don't want him." Of course, a few average gracere might be nice take the average grocer, for instance, he Our feeling at this point is usually to say, "You take him, we don't want him."

Of course, a few average grocers might be nice enough to have around. They no doubt have their good points—but our observation is that they aren't very high-powered merchandisers. That's what a lot of people start out to tell us.

We at The Progressive Grocer are not selling an average product. We are selling a quality product. The Progressive Grocer does not go to average grocers. It goes to top-notch grocers—to the alert, hard-hitting, fast-moving merchants who are a real power in grocery distribution.

In our circulation department we constantly sort over the grocers of the United States. In each village, town and city, we select the top-notch grocers, the big volume grocers, the ones that are going places.

There are some 375,000 grocery stores in the United States, but only 68,000 made the circulation lists of The Progressive Grocer. Coverage of the buying headquarters of all grocery chains, wholesalers, and important brokers brings the circulation to 75,000.

But the 68,000 independent grocers who receive The Progressive Grocer do more than 60% of all the

the greatest, most active and responsive army of distributors in the entire grocery field. They do more business than all the hardware dealers, druggists, and dry goods retailers combined.

and the

Across these grocers' counters or over their telephones more than three billion dollars' worth of groceries are sold every year.

More than 15,000,000 housewives contact the stores these grocers run from one to six times every week.

And these leading grocers influence the food buying of these 15,000,000 women in many ways. Housewives buy more of the products and brands these
grocers display—less of those they stock under the
counter. Housewives constantly follow suggestions
made by them and their salespeople. In 34 out of
every 100 sales these grocers select the brands.

Tell your story to these top-notch grocers. Through them you can influence the food buying of 15,000,000 housewives.

the trogressin Gover

PUTTERCH BLUG, NEW YORK - MALLERS BLUG, CHICARD - HORART BLUG, SAN FRANCISCO



Do You Blame the Laundry When Your Shirts Shrink?

The laundry is not guilty! Even when you key your shirts wecomfortably large to start with, your laundry con't help it if your collest grown tighter and your showes grow shorter every time they're washed—the clost was only partially sinvark before it was made tota a shirt.

There is only one way to be certain that when you buy a shirt to fit, it will continue to fit, weak after wash. There is to buy shirts made from fabrics completely shrunk. Sentiorized-shrunk, fallin marked Sentiorized-shrunk, sold by good stowe averywhere, will not shrink out of fit.

Pley sefs. Look on the label for the words . .



Sanforizing has a strong appeal in men's wear

plishment in production and constructive promotion of Sanforized-shrunk fabries must be laid. For this purpose, advertising was used to force specific results for specific fabries in special fields. The first objectives, therefore, were to convince the converting interests that it was profitable to produce suitable fabries, Sanforized-shrunk. The success of this type of advertising is evidenced in the growth from a few machines in a few plants, to fifty-seven plants and seventy-five machines in three years.

Again, with the exception of men's shirtings, most of the fabrics offered three years ago were for use in men's utility wear. Up to that time promotions in the women's field were nil, except for one essay into a dollar house-dress which left a poor impression of the process and its application to quality and style merchandise.

It is a maxim of merchandising, that a style or a system or a finish which starts in the upper strata, percolates eventually through all the social layers. That was the maxim upon which the present plan in all style fields was based, especially women's wear, piece goods, men's clothing, house furnishings. Converters of high-style fabrics were prevailed upon to offer them Sanforized-shrunk in garments made by outstanding, high-style manufacturers whose reputation with stores and their public immediately put the merchandise in the spotlight.

Such garments were advertised by the licensor in class magazines. One or more outstanding stores were featured as outlets for the merchandise. Thus was created an interest in and a demand for the garments and the fabrics. This policy made store and converter both stop and consider; consumer and manufacturer began to grow curious about this shrinking business. Yet the burden of proof was upon Sanforizing, for skepticism is no small element in the nature of the textile industry.

Five distinct, specialized departments were organized to perform the functions necessary under the plan; market development, merchandising, advertising, news, education.

Markets were developed for new fabrics which were merchandised and advertised to manufacturers, stores, consumers-the latter through news and educational chan-Direct-by-mail bulletins to nels. the trade and to the educational outlets were and still are important factors. Advertising appeared direct to manufacturer and to stores. Every leading trade journal reaching interests involved in the cotton textile industry, from spinner to retailer, has been used, consistently and vigorously.

At the same time the educational division was sending to thousands of public educators its messages of shrinkage expectancy in fabrics and the relief afforded by the special process. Textile departments in colleges and schools; home bureaus, State extension departments, women's clubs, in short all types of organizations or institutions that are interested in such matters, have received information.

Invaluable assistance has come

from men. cause ments public in res

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from editors of magazines for women. This support is given because many and repeated experiments by testing bureaus of the publications have been convincing in result.

The field in which Sanforizing is at work is no small one. It covers many departments. In the retail store, for instance, it affects vitally piece goods; ready-to-wear for women, girls, men, boys in all the ramifications of dresses, coats, hats, gloves, shirts, wash clothing, slacks, play suits, underwear, night wear, work clothing, uniforms; and, within recent months, draperies, slip covers and upholstery.

A store-wide promotion of Sanforized-shrunk involves no less than ten to twenty-one departments, depending upon the size of store. That constitutes a major operation.

Stores have actively supported the merchandise, probably because it builds volume in quality, high unit value goods. For example: about four years ago men's slacks of cotton became visible to the Until this merchandising eye. shrinking process made it possible to build such garments that would not shrink out of fit in washing, business was insignificant. During spring and summer of 1934, however, a clipping bureau delivered more than 20,000 retail store advertisements featuring only men's slacks and washable clothing labeled Sanforized-shrunk. The clipping bureau states that a delivery record of 50 per cent of the material on any specific subject is remarkable. If this be so, more than \$1,000,000 was spent by retail stores 1934, advertising men's slacks, a type of merchandise that was merely a twinkle in the men's apparel sky just four short years ago. Additional striking examples of retail store co-operation might

Another interesting by-product of the campaign against shrinkage is the interest of laundries. The Laundryowners' National Association requested 5,000 copies of one

The process now is a talking point for women's fabrics

advertisement to be used as window displays for its 2,500 laundry members. It also asked for reproductions for use as laundry bundle inserts. A half million of the latter were bought by local laundries to be so distributed to laundry customers.

A type of co-operative advertising of a different sort is illustrated in a campaign just begun for Mehringer linen suits. linen is Sanforized-shrunk. So is a special type of interlinings just developed, which retains the drape and fit of the coat through many washings. Both the McBratney linen and the Kendall Company interlinings are advertised by name to the consumer and to the trade. featuring the Mehringer suit as an example of their correct use. Mehringer advertises the suit with the special linen and interlining; Sanforized-shrunk advertises linen, interlining and suit. The co-oper-



Don't blame the Washing Machine when your tub frocks shrink

● The washing machine is not to blame. The fabric lessif is the colpric when your drames should.

If your desaws are made force canno or lines filmic that is only purially shrunk or nor shronk et all, they will causinly shrink whather you pur them in the wulning machine, work them by hand or sand them to the issueday.

The cine to avoid electrings in when you key nor when you wash your domes. If you true domest marked functioned domest (complantly and personnelly abouth), they will not about our of in. Far fair! Whenever you hav wash domest, he man to book on

Sanforized-Shrunh

May 9, 19

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ation of the four interests puts the

suit in the spotlight. Such specialized projects have been employed to bring the process into use so general as to warrant the national consumer campaign to men and women, emphasizing the tremendous importance of shrinkage and building knowledge of and confidence in the process. special promotions, carried on concurrently, benefit from the general campaign, and vice versa.

It is not possible within the scope of one article even to touch upon the methods which have been worked out by the merchandising and marketing divisions for the identification of fabrics to the consumer, regardless of the method of distribution, and permitting of con-

sumer advertising.

Throughout the era of education and building, advertising has been the backbone of all efforts. Advertising to educate concerning what the process is and does through direct mail; through trade magazines; through consumer magazines; with specialized messages: all concentrated upon one purpose. to build a production so extensive as to warrant a general campaign of consumer advertising on Sanforizing.

Today's advertising message to 25,000,000 circulation is summed up in the final command: "Play Safe. Look on the label for the words Sanforized-shrunk." And thanks to three years of intensive campaigning, there is plenty of mer-chandise so labeled that the public

will not look in vain.

Contest Follows Contest

Immediately after the Seminole Paper Corporation announces the 7,930 winners in its recently concluded contest for \$56,300 worth of merchandise prizes on May 10, it will launch another contest on May 12. The new contest will use full-page space in thirty-eight newspapers and one magazine, offering 12,300 merchandise prizes with a total value of \$125,000 for a clogan for Seminole Toilet Tissue.

Prizes will include 100 Hupmobiles, 100 Silver King bicycles, 100 Toastmaster and Hospitality tray sets, 200 Lektro-case cigarette lighters and 10,000 Admiracion shampoo treatment sets. Immediately after the Seminole Paper

Admiracion shampoo treatment sets.
Prizes will be divided evenly between consumer and dealers who sell to the winning consumers. Paris & Peart, the winning consumers. Paris & Pe New York, is handling the account.

Has Western Air Express

Western Air Express, air route to the East via Los Angeles and Salt Lake City, has appointed the J. Walter Thompson Company as its advertising agency.

agency.

Newspaper advertising will be used extensively in cities on the line and in tributary territory. The initial campaign, scheduled to start immediately, will feature faster time, convenient schedules, and a view of Boulder Dam

by air.

Plans are also announced for a joint campaign with United Air Lines, in which newspapers and outdoor advertising will be used in Los Angeles to feature the transcontinental facilities of

the two companies.

Joins Blackman

John Taylor, recently with the Theatre Guild in New York, has joined the radio department of The Blackman Company, New York.

New N. I. A. A. Directors

The executive committee of the National Industrial Advertisers Association has appointed four new directors. Roger Poor, Hygrade-Sylvania Corporation, Salem, Mass., formerly a director representing members-at-large, is now a director representing the newly formed

director representing the newly business boston chapter. Edward S. Lawson has been appointed as second director of the Boston chapter taking the place of W. J. Ramsey who has recently transferred to Pittsburgh. Theodore Marvin, advertising manager, Hercules Powder Company, Wilmington, Del., has been appointed to succeed Mr. Poor as a director-at-large and J. H. Asburne, Jr., advertising manager, Buhl Stamping Company, Detroit, has been advanced to a similar way of the place of the troit, has been advanced to post to succeed Mr. Ramsey.

Chicago Women Elect

Mercedes J. Hurst, of the Commonwealth Edison Company, is the new president of the Women's Advertising Club of Chicago. Alice Thompson has been named second vice-president First vice-president is to be elected later. Marion Churchill is recording secretary; Edna Fitch is corresponding secretary; Hope Smith is treasurer; and Emma Bockelman is historian.

Other members of the board of direct other members of the board of directors, together with the activities which they head are: Consuela Miller, membership; Georgia Rawson, program; Barbara Abel, publicity; Carol May, social; Ann Marti, vocational; Matilda Weber, finance. Aubyn Chinn, the retiring president, completes the directorate.

Names Hazard Agency

Johaneson, Wales & Sparre, Inc., wood-pulps, has appointed the Hazard Advertising Corporation, New York, as its advertising agency.

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"STOP and LOOK!"

SAYS THIS DISPLAY

Vibrant feminine figure against snowy wind-filled sail—who wouldn't stop and look, then inevitably grasp the sales story so briskly and completely told?

This "U S" display—three pieces, usable separately or as a unit—is helping to create a market for a new product in a crowded field.

Use "US" display material to double the force of space advertising, to tie that advertising up with retail outlets, or to do a good job "on its own" at the sales spot.

The UNITED STATES PRINTING

CINCINNATI NEW YORK CHICAGO BALTIMORE
309 Beech St. 52-X E. 19th St. 205-X W. Wacker Drive 409 Cross St.

A Challenge to All Snipers at Advertising

Those who, as he expresses it, "sanctimoniously prey on academic gullibility"-in other words, the professional friends of the consumer who make blanket and unreasoning attacks on advertising-have aroused the righteous indignation of Mr. Durstine. Addressing the United States Chamber of Commerce in Washington last week, he took the aggressive on this subject, which, all too often, has lacked advocates before the public. Expressing him-self in no uncertain terms and ready to face the con-sequences, he informs all and sundry that his address is 383 Madison Ave., New York.

By Roy S. Durstine

Vice-President and General Manager, Batten, Barton, Durstine & Osborn

A DVERTISING in its essence is simply telling a great many people about something in the quickest possible time at the lowest possible cost. That's all it is. There's nothing mysterious about

If there were no such thing as electricity you could send a lamplighter down the street from lamppost to lamp-post until you had a string of faint illumination. But it's a lot simpler and quicker to send a current to every pole so that at dusk the lights can all go on at once.

If there were no such thing as a telephone you could send boys on foot from door to door to carry your business and social messages to all the people you want to reach on any given day. But it's a lot simpler and easier to lift the receiver from the telephone on your desk and talk to anyone you want to reach here or abroad.

Then since advertising proves itself so economically necessary both in time and cost, why does the issue start to get complicated?

When does electricity or the telephone start to get complicated? When somebody misuses them.

If a man writes an advertisement for a cancer cure and gets somebody to publish it, that doesn't

mean that advertising isn't a sound economic tool. It simply means that the man who writes it and the man who publishes it ought to be tarred and feathered.

If a man advertises a phoney mining stock and gets somebody to publish it or gets Uncle Sam to carry it through the mails, that doesn't mean that advertising isn't a sound economic tool. It simply means that he is a swindler and should be put in jail.

Let's go even further. The most constructive thought in the advertising business today, in my opin-ion, is united in the belief that testimonial advertisements, featuring prominent people who either never used the products they endorse or are supplied with them free, are just as plain untruths as any other kind of deliberate lie.

This same section of the advertising business believes that the horror school of advertising, depicting especially women and children in situations ranging from acute embarrassment to experiences of fear and disgust and mental torture, is utterly without justification. Only the financial necessities of the last few years have persuaded many publishers and other owners of media to accept advertising of these types and also















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Live Delta Control of the C

It covers the Philadelphia Trading Area

Write for new rate card and full details of the Godley survey. Here is scientific testimony to the coverage by WFIL of the Third Largest Trading Area.



Only Philadelphia outlet for N·B·C· basic Blue Network

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8th Among All Morning Newspapers

Right at the period of time when Congress was hesitant and national self-styled spokesmen for business were voicing a miscellaneous assortment of fears, the vitality of the Mid-South and its advertising medium, The Commercial Appeal, was being manifested in new "Recovery" figures.

Witness the chart above showing The Commercial Appeal 8th in advertising linage among all the morning newspapers of the United States, six days a week, in the first quarter of 1935. From 42nd place in 1931 | Authority Media Records.

Keep in mind, too, that if Tennessee were a legally wet state there would be a tremendous volume of both retail and general liquor advertising which would step up this linage record.

Here is the South's first market in trading population— 2,179,474 customers for the national advertiser. One of the South's largest and most progressive cities. And a luxury loving community tied to this center socially and commercially.

No other single advertising medium gives you such density of coverage of this luscious market as The Commercial Appeal. A newspaper as great as the market—largest daily circulation South. The largest circulation in the history of The Commercial Appeal.

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The Nation's 50 Leading Morning Newspapers

Authority Media Records

	New York News	Lines
1.	New York News	2.675.900
2.	Chicago Tribune	2.613.724
3.	New York Times	2,524,032
4.	Los Angeles Times	3,362,613
5.	Boston Herald	2,226,174
6.	New Orleans Times-Picayune	3.191.341
7.	Wilkes-Barre Record	
B.	Memphis Commercial Appeal	1.843.505
9.	Chicago Herald-Examiner	
10.	Omaha World-Herald	1.804.921
11.	Rochester Democrat and Chronicle	1.760.150
12.	New York Herald Tribune	1.742,959
13.	Los Angeles Examiner	1,735,445
14.	Philadelphia Record	1,723,871
15.	Johnstown Democrat	1,716,567
16.	Boston Globe	1,698,614
17.	New York American	1,658,398
18.	San Francisco Examiner	1,639,171
19.	Cleveland Plain Dealer	1.630,902
20.	Philadelphia Inquirer	1,628,137
21.	Dallas News	1.597.429
22.	Reading Times	1.592.540
23.	Pittsburgh Post-Gazetie	1.580,215
24.	Minneapolis Tribune	1.578,823
25.	Jacksonville Times-Union	1.541.720
26.	St. Paul Pioneer Press	1.539.615
27.	Trenton State Gazette	1,537,000
28.	Camden Post	1.515,129
29.	St. Louis Globe-Democrat	1,505,656
30.	Salt Lake City Tribune	1,462,511
31.	San Francisco Chronicle	1,453,385
32.	Detroit Free Press	1,415,875
33.	Peoria Transcript	
34.	Baltimore Sun	1,379,286
35.	Richmond Times-Dispatch	1,364,847
36.	Indianapolis Star	
37.	Boston Post	
38.	Washington Herald	
39.	San Diego Union	1,331,808
40.	Harrisburg Patriot	
41.	Washington Post	
42.	Evansville Courier	1,258,936
43.	Buffalo Courier-Express	1,255,646
44.	Atlanta Constitution	1,245,324
45.	Worcester Telegram	1,243,640
46.	Lancaster Intelligencer-Journal	1,237,663
47.	Omaha Bee-News	
	Montreal Gazette	
48.	Tulsa World	
49.	Phoenix Republic	1,189,439
50.	Cincinnati Enquirer	1,181,573

Whether you plan to enter this market now or later, it will pay you to analyze its possibilities for your product with a Branham representative or by writing Memphis direct.

JAMES HAMMOND, Publisher

THE COMMERCIAL APPEAL

NATIONAL REPRESENTATIVE : THE BRANHAM CO.

NEW YORK CHICAGO DALLAS DETROIT ATLANTA ST. LOUIS
KANSAS CITY SAN FRANCISCO LOS ANGELES

THE SOUTH'S GREATEST NEWSPAPER

of the kind that depicts or describes the most intimate functions of the human body.

But if these examples were multiplied many times it still would not mean that advertising is not a sound economic force. It would simply mean that certain advertisers and practitioners of advertising were either too lazy or too careless or too misguided to know how to use their part of this tremendous force without slightly soiling and discrediting the rest of it.

However, that's true of every business and profession. There are always a certain number of doctors or lawyers or ministers or druggists or manufacturers or policemen or osteopaths or engineers or scientists or authors or statesmen who contrive to go through all the motions and keep out of disgrace and still somehow manage to pull down the standards of their profession or business while they profit in some way from it themselves.

The real trouble with these abortive phases of advertising is not that they are important or typical or even significant but that they confuse the issue and provide any self-seeking fanatic with a little plausible evidence which he can with a great show of public-spirited righteousness blow up into the semblance of a crusade. And crusades can be made to pay, you know, especially when you can get people to send you a little money at first and then a little more and finally can persuade them to buy a book.

How the Formula Is Carried Out

The formula is simple. You start with a lot of obscure and probably not very successful proprietary articles. You get an unnamed analyzer to analyze them. You pick out all the long names you can find in his analysis and you point out that in sufficient quantity these ingredients may cause any number of horrible results. You don't say they do, but you insinuate that they might.

Then you sprinkle in a few quite safe but seemingly daring references to a handful of nationally advertised articles.

On top of this you add a number of defiant and courageous attacks on certain disreputable cures for incurable diseases—products which have never been anything but the outcasts of the advertising business. You get especially indignant about these—which is about as noteworthy as it would be to attack kidnaping or murder or rape. Brave boys!

Same Technique as the Chamber of Horrors

It is almost the same technique as that followed by the so-called Chamber of Horrors exhibit circulated at least semi-officially by the Department of Agriculture and now languishing in disrepair in a back office of that valuable arm of our Administration.

You roll all your material together in bulletins and books, put behind them quite obviously unfair advertising and Boy! how the money rolls in!

It's the most delightful of enterprises—sanctimoniously preying upon academic gullibility and the natural and praiseworthy desire of women to conserve their family budgets and linking itself to the New Deal for the consumer.

There are those who say that this fantastically disingenuous group is only hoping that it will be challenged. "Still Unchallenged" is the slogan used to advertise its books, though its authors know that repeated and sincere efforts have been made to have them give a semblance of unbiased investigation to those whom they have slurred. Well, if a challenge is what they want, here it is. I shall be most happy to repeat this comment. They will find me whenever they want me at 383 Madison Avenue, New York City.

Serious scientists who work for years to determine the actual merits of manufactured products are often appalled by the casual ratings bestowed by these self-appointed protectors of the American consumers. Some of their findings, cloaked as they are in mystery, would be simply laughable if it were not that many sincere and

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Advertising can be and has been used by crooks of course for it is as impersonal as the telegraph or the mails. But over a period of time the stream of advertising purifies itself, for repeat customers make it pay and the inferior product has tough going in trying to make a permanent success.

The man or company starting a new product on its way to the American home takes all the risks. Will it satisfy a want which exists as the self-starter did for motorists? Will it create a place never occupied by anything else as the telephone did? Will it displace something as the automobile displaced the carriage? Or will it offer greater variety and new advantages as the citrus fruits enriched the diet of the American household? Or will it present a wider choice like a new soup or a greater convenience like a ready-to-bake biscuit or gingerbread?

If the public wants the new product more than it wants something else—and only if it does—it pays the price to get it. That's what the economists call "the consumer surplus"—the basis of all exchange or selling. Mrs. Consumer wants your product more than she wants her money. Her contentment after the transaction is her consumer surplus. She gladly pays your price.

It seems that some people who question the economic benefits of

advertising fail to realize that the economic consideration is only one factor in the measurement of any effect against the scale of public welfare.

If time doesn't count, if labor doesn't count, if living conditions do not count, then in truth, we will be reduced to a condition not far above the hog level.

Of course, advertising as a force, in all of its effects, is opposed to poverty. It creates dissatisfaction against coal stoves and coal furnaces, against tedious cooking and laborious cleaning, against toil and labor and discomfort and the waste of time. It creates desire. It creates incentive. It creates determination. It creates earning-power. It creates buying. It creates enjoyment.

Of what use is an invention that the public never learns about? Of what use is a factory unless the people desire what it makes? Of what use is a railroad unless the consumers want to use what it transports? Why ask what is the economic effect of advertising when its social benefits are so plainly shown to everyone who can think?

What are we living for—to learn as little as possible, to want as little as possible, to have as little as possible?

Aren't all these critics of modern business, including advertising, forgetting that the essence of the American character is to progress, to find better new ways of doing old things?

Death of Percy Procter

Percy Procter, co-founder with his brother, the late Allen Procter, of The Procter & Collier Company, Cincinnati agency, died last week at Atlantic City, N. J., at the age of eighty-three. Mr. Procter was a member of the family identified with the Procter & Gamble Company, with which organization he started his business career. For the last thirty years, he divided his time between Atlantic City and Hot Springs, Va.

Has Furnace Account

The Robinson Furnace Company, Chicago, manufacturer of heating and air conditioning equipment, has appointed the Gardner-Greist Company, of that city, as its advertising agency.

Penton Promotes Kreutzberg

E. W. Kreutzberg, who has been with the Penton Publishing Company for the last inineteen years and for the last ten years on the Eastern sales staff of Steel (and its predecessor, Iros Trude Review) has been promoted to the position of Eastern manager of Steel. L. D. Bradbury, for the last several years advertising manager of the Birdsboro Steel Foundry & Machine Company, Birdsboro, Pa., has joined the business staff of the Penton Publishing Company, with headquarters in Cleveland.

Appoints A. C. Eversole

A. C. Eversole, formerly of Lima, Ohio, has been appointed advertising manager of the Telling Belle Vernon Company, Cleveland, dairy products.

WHAT'S IN A MAY P.I.N

Before answering that one, let us tell you how these twentyodd articles got in at all.

First, there must be **balanced** reading diet—something for many men of many minds. Corporation presidents, sales managers, advertising managers; agency executives from "tops" down; big and little company executives: all these must be fed. Fed well, too, for PRINTERS' INK MONTHLY is substance and meat all through. Folks who want froth, foam and mere or reputed cleverness must go to another table.

Second, there must be **authority** in back of these articles. Theory doesn't butter any P.I.M. parsnips. So it is that eleven of the articles in the May issue are by men who are engaged in **living** the subjects about which they write. Among these are Babcock (Nash Motors), Crawford (Wilson Brothers), Harding (Barta Press), Howell (Gair) and Scherff (General Electric). Every other article is likewise authoritative—founded on facts supplied by concerns that have used the methods described and found that they work.

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Now for the contents itself. What's in the May Monthly? Among other things, answers to these questions: (Note their substance and variety.)

• How can you be sure of getting your sales bulletins read? How should you check replies to industrial direct-mail? How can four-page letters be used in your business? How can packages best be designed to loom up on dealers' shelves? How can an amateur photographer make his camera help sell? How can copy man and artist best work together? Can you send dealers a year's window displays all at once? What's to be done with style merchandise that starts to slip?

Then these—about premiums. There's a 24-page special feature about premiums to stimulate sales.

 Are premiums best distributed through dealers or direct? Should premiums be charged to advertising or sales? What is the law as to use of premiums?

That leaves about six or eight articles not mentioned or even referred to. One of these is "The Magic Formula of Sales Success"—alone worth maybe many times the price of a year's subscription. A subscription will cost you \$2. Twelve issues, two dollars.

PRINTERS' INK Monthly

185 Madison Avenue

New York, N. Y.

A. B. P. Elects Terhune

HIGH spot in the annual spring conference of the Associated Business Papers, Inc., held last Saturday and Sunday at The Homestead, Hot Springs, Va., was a testimonial dinner to James H. McGraw, celebrating his fifty years of activity in the field of businesspaper publishing.

Toasts were given to Mr. Mc-Graw as "the publisher" by M. L. Robbins; as "the editor" by Arthur Anderson; as "the executive and business associate" by Malcolm business associate" by Malcolm Muir; as "the man" by Paul Al-drich; and as "an old friend" by E. R. Shaw, who studied under Mr. McGraw as a boy.

To all of which Mr. McGraw responded with sage counsel on the present-day responsibilities and opportunities in business-paper publishing, pointing to a greater need than ever for what can be done.

Proceeding to the selection of its officers for the coming term, the associated papers elected Everett Terhune, Chilton Company, as president; Paul I. Aldrich, The National Provisioner, vice-president; and re-elected Ralph Reinhold, Reinhold Publishing Company, as treasurer.

Elected to the executive committee were the following: Lord, McGraw-Hill Publishing Company; D. J. Hansen, Domestic Engineering Publishing Company; E. H. Ahrens, Ahrens Publishing Company; C. J. Stark, Penton Publishing Company; E. T. Howson, Simmons-Boardman Publishing Company; and Roy Dickin-Printers' Ink Publishing Company.

The group also adopted a resolution stating in part that "the business press is convinced that the well-being and prosperity of our people must depend, in the long run, upon the maintenance of constantly increasing efficiency of production and distribution. Only in this way can high standards of living for the American consumer be maintained." The resolution further called for "the elimination at the earliest possible moment of all artificial brakes upon the freedom of individual initiative and enterprise, because we believe that through them alone employment can be expanded, and normal incentives for business development and capital investment be provided."

Don Herold Forms a Company

Don Herold has organized The Don Herold Company, with offices at 155 East 42nd Street, New York, as a direct-mail sales promotion service, of which he will be president. He has been identified with many cartoon and direct-mail campaigns since, some years ago, he left the Hallenbeck Press, Indianapolis. .

Printer Elects Armstrong

Frank L. Armstrong, for many years in the sales department of the Hillison & Etten Company, Chicago, printing, has been elected vice-president and a director of the firm.

Adds Fred L. B. Foote

Fred L. B. Foote, formerly with the Condé Nast Publications and Life Publishing Company, has joined the Western staff at Chicago of Metropoli-tan Sunday Newspapers, Inc.

Demko Joins Bundscho

John M. Demko, for the last three years with the Cramer-Krasselt Company, Milwaukee, has joined the sales and service department of J. M. Bundacho, Inc., Chicago, advertising typographer. He previously had been with the Mitchell-Faust Advertising Company.

Join Stone, Stevens & Lill

Donald H. Halsey, Harley B. Howcott and Miss Isabel Preis, formerly of the Landry Advertising Agency, New Or-leans, have joined Stone, Stevens & Lill, Inc., agency of that city.

Advanced by Bigelow-Sanford

Frank H. Higgins has been appointed assistant sales manager of the Bigelow-Sanford Carpet Company, New York. He has been in charge of the company's Lokweave department.

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P. I. Advertising Index

Actual Figures on General Index and Five Different Media on Which Complete Charts Are Based

By L. D. H. Weld

Director of Research, McCann-Erickson, Inc.

THERE have been so many requests for the actual figures on which the P. I. Advertising Index charts are based that they are presented in full in this issue of PRINTERS' INK. First are given the figures of the General Index of Advertising Activity, which is a combination of the indexes of the five different types of media. Then follow the index figures for

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omales M. sing newspapers, magazines, radio, farm paper and outdoor advertising. In each case, correction has been made for seasonal variation, and 100 equals the monthly average from 1928 to 1932, inclusive.

The reader who thinks he may need these figures for future reference should file the following tables now, because they will not be published again.

General Index of Advertising Activity

	1922	1923	1924	1925	1926	1927	1928
January	93.3	104.5	108.9	109.3	117.7	114.8	113.2
February	90.6	104.1	110.0	109.4	116.4	118.0	112.7
March	92.7	107.6	108.0	109.0	117.6	115.8	114.6
April	92.6	107.2	109.6	109.1	116.4	116.8	112.5
May	95.0	110.0	108.4	108.4	116.3	114.7	113.3
June	100.2	108.5	106.2	108.4	117.9	115.4	114.5
July	99.8	108.7	103.9	110.3	118.7	113.6	114.1
August	100.2	106.1	100.2	111.6	120.6	115.7	117.9
September	97.5	103.0	107.6	114.1	120.1	117.6	113.3
October	99.1	107.3	107.3	117.9	120.5	115.6	114.8
November	101.6	107.9	105.3	118.1	118.1	115.5	117.7
December	104.0	107.3	108.4	118.7	116.2	115.9	117.4
	1929	1930	1931	1932	1933	1934	1935
January	121.7	112.0	97.0	81.6	62.7	68.5	74.5
February	120.6	109.9	97.1	80.3	60.3	69.0	74.7
March	122.0	107.4	97.1	78.2	54.4	73.8	78.8
April	119.2	109.7	95.4	75.7	59.5	74.6	
May	124.3	109.8	94.7	72.3	62.0	79.5	
June	119.9	105.3	94.2	74.0	67.2	80.0	
July	121.5	105.0	95.2	69.0	65.7	74.9	
August	123.3	101.0	90.6	68.1	72.0	77.8	
September	121.8	104.0	87.3	68.0	69.0	72.9	
October	122.1	102.2	85.4	64.5	68.1	74.0	
November	119.0	96.0	84.0	66.0	69.3	74.9	
December	113.3	96.6	84.3	63.6	69.3	75.6	

Index of Newspaper Advertising

	1921	1922	1923	19	24	1925	1926	1927
January	100.0	100.3	108.0	11	0.4	110.9	119.1	113.3
February	98.0	97.3	107.6	11	1.4	110.6	116.9	117.1
March	98.4	99.3	111.6	10	9.2	111.1	119.1	114.3
April	93.8	99.1	110.3	11	1.7	111.6	117.6	116.0
May	98.8	100.4	113.0	11	0.1	110.8	117.6	113.7
June	98.4	106.0	111.3	10	9.2	109.6	118.7	114.1
July	100.3	105.1	110.8	10.	5.7	111.9	120.0	112.0
August	97.0	105.1	108.6	100	2.6	113.2	119.9	113.5
September	97.0	101.4	104.7	110	0.3	114.7	119.0	116.0
October	96.1	103.3	109.2	10	9.5	119.9	120.0	113.7
November	98.3	105.1	109.5	10	6.8	119.7	116.8	114.0
December	102.6	106.9	108.5	11	1.6	119.5	115.0	115.9
	1928	1929	1930	1931	1932	1933	1934	1935
January	111.2	120.4	112.3	96.3	81.8	63.7	68.8	73.5
February	110.3	118.9	109.8	96.6	80.7	62.1	69.2	73.2
March	112.8	120.1	106.6	96.9	78.4	54.5	74.0	77.0
April	109.3	115.7	110.4	95.2	75.8	62.2	73.5	
May	110.9	121.8	1094	94.0	72.1	65.7	77.8	

94.1 76.1 70.8 78.7 June 112.2 117.2 103.7 July 111.8 119.4 103.2 70.1 67.8 72.1 96.0 August 116.1 121.9 97.4 90.8 68.9 75.4 76.6 September 110.4 120.3 71.8 102.7 87.3 70.7 70.4 72.1 October 111.8 121.0 100.7 86.8 67.1 68.9 75.3 November 117.4 117.5 94.2 84.3 66.9 70.3 75.4 December 115.6 112.5 94.5 85.2 66.6 69.0

Index of Magazine Advertising

	1921	1922	1923	1924	1925	1926	1927
January	74.4	68.9	89.9	99.7	94.8	106.6	112.1
February	70.1	67.2	89.4	101.8	94.8	105.9	113.8
March	67.1	69.2	91.6	100.9	94.5	106.9	112.0
April	68.3	70.3	93.8	98.7	94.1	106.8	113.1
May	70.8	74.4	96.1	100.2	92.7	106.0	110.0
June	72.1	78.6	96.2	92.8	95.8	109.4	111.6
July	70.8	79.0	97.3	95.0	98.0	108.7	110.6
August	67.1	80.4	94.3	90.1	99.1	117.2	114.6
September	62.3	82.2	94.5	95.2	104.5	117.4	116.7
October	61.4	82.8	97.3	97.2	104.6	116.2	115.3
November	64.4	87.6	99.0	98.1	105.4	114.7	113.5
December	71.4	92.5	100.6	95.0	107.3	114.0	107.3

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Plugi Kendrick

says:

"Perhaps \(^\mathbb{W}\) We Indianapolis Folks Should Apologize!

out that Indianapolis could be adequately covered by programs from other cities—our home-town folks upset the dope by registering an overwhelming preference for our home-town station, WIRE. We want to be obliging—but can we help it if Indianapolis prefers the clear, dependable WIRE broadcasts to uncertain remote signals? Maybe that's why WIRE carries 54 NBC commercials—regardless of supposed coverage by Chicago, Detroit, or what have you! ??

Your Direct WIRE to Indianapolis Results...

WIRE

FORMERLY WKBF

D. E. "Plug" Kendrick, Vice Pres. & Gen. Mgr.

Affiliated NBC Station

National Advertising Representatives:

PAUL H. RAYMER COMPANY

New York City Chicago San Francisco

Index of Magazine Advertising (Cont'd)

	1928	1929	1930	1931	1932	1933	1934	1935
January	110.8	123.4	116.4	94.6	74.0	56.7	67.6	77.8
February	112.1	125.9	116.6	94.3	74.3	55.6	68.8	77.7
March	112.9	125.3	114.3	93.0	72.7	53.5	73.5	80.1
April	113.2	127.8	113.6	92.7	68.5	51.7	76.6	
May	111.8	129.6	113.3	91.7	65.8	53.5	79.6	
June	113.9	125.6	110.3	90.8	63.3	58.1	80.5	
July	112.3	126.4	109.4	90.8	60.3	59.2	79.9	
August	116.3	127.4	110.7	87.6	57.2	61.9	80.4	
September	114.3	127.5	104.5	85.7	55.9	62.4	75.2	
October	116.9	128.8	103.5	80.5	57.3	63.9	78.1	
November	113.5	125.0	98.1	78.2	59.6	65.2	77.9	
December	117.7	112.5	99.1	78.1	53.1	64.7	73.4	

Index of Radio Advertising

	1928	1929	1930	1931	1932	1933	1934	1935
January	31.8	54.7	88.2	116.3	162.5	114.7	154.9	189.5
February	32.0	63.4	88.1	121.1	159.7	111.0	152.0	186.3
March	32.2	64.0	92.7	127.7	159.2	111.6	149.3	179.6
April	33.2	64.7	93.3	133.9	158.1	97.4	147.9	
May	33.6	68.1	101.5	135.5	155.3	97.8	159.6	
June	34.3	66.5	104.9	149.1	158.3	109.0	163.9	
July	34.0	70.1	111.3	152.4	145.8	109.6	150.5	
August	38.2	75.5	111.8	148.7	143.8	120.0	141.6	
September	42.8	82.2	110.2	146.5	141.5	119.4	145.4	
October	55.5	81.0	113.0	139.4	119.4	128.1	178.1	
November	49.0	82.0	112.1	156.5	124.1	140.6	176.9	
December	46.9	85.3	118.8	156.4	122.6	150.8	181.5	

Index of Farm-Paper Advertising

					0		
	1922	1923	1924	1925	1926	1927	1928
January	96.9	116.7	134.2	122.5	129.0	131.1	128.0
February	95.6	114.1	129.9	130.1	131.5	132.1	127.6
March	98.1	116.1	126.4	133.2	130.5	131.1	124.3
April	91.7	119.1	128.9	125.9	127.8	122.7	134.1
May	104.7	127.7	120.7	118.2	131.7	128.8	129.6
June	108.7	120.4	122.6	132.3	137.8	131.5	117.3
July	113.6	131.7	117.0	127.0	133.9	121.6	128.9
August	117.8	121.9	107.0	120.3	144.3	129.1	133.9
September	103.5	115.4	124.4	144.5	142.8	126.1	127.0
October	106.7	124.6	119.2	130.5	137.2	122.2	137.2
November	107.3	128.4	115.2	138.9	139.0	127.7	132.9
December	107.2	122.3	118.6	142.9	146.6	128.7	124.5

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Announcing the Appointment of

ASA R. BLISH

AS EASTERN ADVERTISING MANAGER OF TRUE STORY MAGAZINE

DALE D. McCUTCHEON

AS WESTERN ADVERTISING MANAGER OF LIBERTY MAGAZINE

O. J. Elder

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ADVERTISING DIRECTOR
MACFADDEN PUBLICATIONS

Index	of	Farm	Paper	Advertising	(Cont'd)
HIGGE	UL	T. STITE	Laber	Advertising	(com a)

	1929	1930	1931	1932	1933	1934	1935
January	126.5	135.2	96.9	53.5	37.7	45.0	45.5
February	124.2	130.2	94.5	54.8	34.0	48.8	51.8
March	129.8	122.4	91.8	55.5	32.0	46.7	48.6
April	132.8	119.7	85.4	55.0	35.8	57.0	
May	140.3	114.9	84.6	52.9	34.5	65.8	
June	138.8	110.5	73.0	58.2	36.1	64.5	
July	133.6	103.8	76.5	55.1	38.0	58.4	
August	128.2	106.8	73.9	47.6	50.5	60.0	
September	130.8	119.7	68.0	38.8	51.1	53.7	
October	130.7	109.2	63.2	39.8	50.1	53.6	
November	126.4	98.5	61.9	41.8	53.2	52.1	
December	127.4	92.6	57.2	42.6	44.4	56.1	

December 1	61.4	92.0	3/.4	4	2.0	44.4	30.1	
	Index	of Ou	door .	Advert	ising			
	1925		1926		1927	1	1928	1929
January	128.1		129.7	_ 1	132.1	1	34.6	128.7
February	130.9		134.7	1	32.7	1.	34.8	123.6
March	120.3		126.4	1	35.8	1.	33.2	129.6
April	119.1		126.3	. 1	32.2	1.	37.3	130.3
May	124.5		125.4	1	31.7	1.	37.5	131.2
June	122.9		126.7	1	33.4	1.	37.7	127.8
July	121.4		127.7	1	34.4	1.	37.1	127.1
August	125.4		130.0	. 1	36.4	1.	35.6	126.3
September	125.2		131.6	1	133.5	1.	35.8	120.3
October	128.7		131.3	1	32.7	1.	33.2	115.9
November	129.6		133.5	1	32.1	12	26.8	118.2
December	133.9		125.8	1	34.4	1.	32.6	119.0
	1930	19	931	1932	193	3	1934	1935
January	112.1	9	7.6	70.0	51.	.6	42.6	45.5
February	106.5	9	4.6	62.9	42.	2	42.8	48.2
March	106.9	9	2.2	60.9	39.	2	50.2	60.1
April	104.2	8	5.0	61.7	44.	.0	53.7	
May	109.7	87	7.7	59.2	43.	0	63.1	
June	107.9	8	0.5	50.8	48.	3	59.2	
July	107.8	7	4.6	51.2	50.	2	60.6	
August	105.8	7	1.0	60.3	50.	6	59.0	
September	106.6	6	7.6	51.5	53.	.3	52.8	
October	104.5	6	4.7	43.2	49.	3	49.1	
November	96.9	6	7.9	54.1	45.	5	39.1	
December	97.8	64	5.2	44.3	55	2	48.2	

April Magazine Figures

FOR April, 1935, the magazine index is 80.9, as compared with the base period 1928 to 1932, which since the low point in 1933 the index has shown fairly steady gains, equals 100. In the chart on page

except for slight recessions dur-

BIG BI ILLUST influenc there m all Seas But the up" aft -it wil into w peacefu They ca ising is The TA



The SP decide t

BIG BUYING DECISIONS ARE BEING MADE NOW and our ILLUSTRATED NEWSPAPERS are playing no small part in influencing people like this at a time when they have made up there minds to celebrate and to SPEND. In this coming Season of all Seasons their purchases will be measured in millions of pounds. But the choice of a new car—a frock, a fur, or a cruise to "rest up" after the round of social events, will not be made in the Train—it will be made in the comfort and seclusion of the fine homes into which ILLUSTRATED NEWSPAPERS can penetrate—peacefully but forcefully—like no other publications in the world. They can influence decisions to buy your product if your advertising is within the pages of The ILLUSTRATED LONDON NEWS, The TATLER, The SKETCH, The SPHERE, The BYSTANDER, The SPORTING & DRAMATIC. It will be a wise move if you decide to SPEND MORE NOW IN ILLUSTRATED NEWSPAPERS.

SPEND MORE NOW IN ILLUSTRATED NEWSPAPERS

G. C. Morphett, Advertisement Director, 346, Strand, London, W.C.

, 1935

1935 45.5 51.8 48.6

1929 128.7 123.6 129.6

130.3

131.2 127.8 127.1 126.3 120.3 115.9 118.2

119.0 1935 45.5 48.2 60.1

that inins, during the last half of 1934, so that the volume of magazine advertising for April, 1935, is approximately equivalent to the volume in October, 1931.

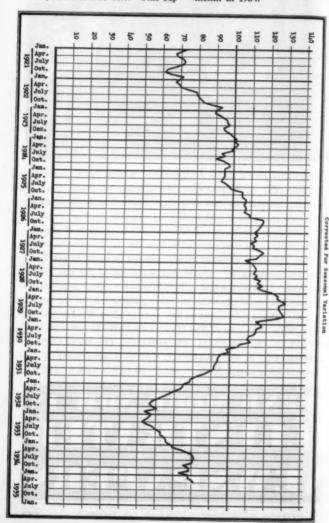
October, 1931.

The April index shows an increase of 1 per cent over March, 1935, when it was 80.1. This rep-

resents the change in the April figure as compared with March, after correction was made for the usual seasonal fluctuation.

The April index also indicates that there has been a gain of 5.6 per cent over the corresponding

month in 1934.



May 9, Hillb

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Hillbilly Wax Salesman

A SALES manager's dream comes true—a salesman who does exactly as he is told, entertains the customers with songs and music, smokes but doesn't drink or eat, is very popular with departmentstore officials and, best of all, is a good salesman. He is a member of the S. C. Johnson & Company sales staff.

Johnson's mysterious mechanical man or electrical hillbilly is a life-size figure, seated on a chair, dressed in the sort of clothes usually associated with a rural character. He talks and moves his head to follow the movements of anyone who may speak to him.

What is more, he is probably the only man, mechanical or otherwise, who sings and tells his sales story just as well while puffing a cigarette. He talks about Johnson's products, comments on crops, the New Deal and practically any subject under the sun. The mechanism is operated by remote control.

The Johnson company furnishes this promotion to department stores co-operating in the sale of its products, at no cost to the store provided the store agrees to (1) place the mechanical man in a location where he will be seen by the largest possible number of people; (2) advertise the display in newspapers at the store's expense, including in each advertisement some mention of Johnson's products;
(3) promote the event in other ways to the public; (4) and place an order for Johnson's products in sufficient quantity to insure a good display and to take care of the additional sales.

Death of C. A. Paeschke

Charles A. Paeschke, seventy-seven, president and founder of Geuder, Paeschke & Frey Company, Milwaukee, manufacturer of enamel ware, died recently at that city. In 1880 with William Geuder, be founded Geuder, Paeschke & Company which later became the Geuder, Paeschke & Frey Company. Mr. Paeschke observed his fiftieth anniversary with the company in 1930.

GOOD COPY

is as self-evident good breeding and as genuine.

HAWLEY ADVERTISING COMPANY INC.

95 Madison Ave. **New York City**

For Moderation

A Ten-Year Drive for Temperance to Use Many Forms of Advertising to Spread Its Message

A FAR cry from the old temperance tract will be the educational and advertising methods of a new liquor moderation movement launched at a meeting held in New York last week. The movement is in the hands of The Council for Moderation, an organization formed

It Pays to be Maderate

COUNCIL & MODERATION

An idea of the proposed moderation advertising

because of the belief of its organizers that the liquor problem in this country will "never be solved by prohibition or restrictive legislation but only by reasonable regulation of the liquor traffic and a long campaign of education for moderation, temperate living and the balanced life."

With the backing of some of the country's leading industrialists, educators and others prominent in public affairs, the Council has projected a ten-year educational campaign, the formula for which will be to adopt the modern merchandising methods used in chang-

ing tastes in foods and hats to influence the public's attitude toward the use of liquors.

Specifically, the formula, as set forth at the meeting by Everett Colby, chairman of the Council, will be as follows:

"We propose to show that moderation and temperance can be taught by repetitive suggestion. We will show how a new mental attitude toward the use of alcohol as a beverage can be created by suggesting to the mind, through the eye and ear, the idea of moderation and temperance every day over a long period of time. We will show how, by this method and formula, a trend will be started, first, by the example of a few, later by the leadership of many, then by custom and good usage and even style and fashion, until gradually new mental habits are unconsciously formed that are reflected at last in the conduct and control of the individual.

"Furthermore, we shall show how the environment in which young people are brought up; the environment of the home, the school, the street, and the playground can be changed in the same way. In fact, we will prove conclusively that this modern method of approach and technique will be far more effective and far more roductive of lasting results than either prohibtion, coercion or exhortation.

"The media used in the campaign will be the moving picture screen, broadcasting, newspaper and magazine advertising, outdoor advertising, car cards, books, lectures, pamphlets, and every modern method for disseminating information; all, of course, in co-operation with churches, universities, colleges and schools, boy scouts, girl scouts, Rotary and Kiwanis clubs, and any other organization that will co-

May 9, 19

To co Council incorpora State of a widesp out the will be in of direct

Last v wholly g what the cation w vertising potency copy the put its phasizing of "dru its adve Acted WOR. 1 to dinne radio pr of "Bala a case st have be tion.

> series h group's On ex gested advertise lustrated ing space appear is tan pap concentr politan lextended tion wo basis ar

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operate with the Council in the conduct of the campaign."

To conduct the campaign, the Council of Moderation has been incorporated under the laws of the State of New York. It will seek a widespread membership throughout the nation, while its policies will be interpreted through a board of directors.

Last week's meeting was almost wholly given over to demonstrating what the Council's methods of education will be. Realizing that advertising technique demands the potency of concentration on one copy theme, the Council plans to put its general story over by emphasizing the tragic consequences of "drunken driving" in much of its advertising.

Acted out in the studios of WOR, Newark, N. J., and relayed to dinner meeting was a sample radio program in a proposed series of "Balance Wheel Biographies"—a case study of auto accidents that have been the result of intoxication. The "commercial" was a brief and temperately worded plea to the public for moderation. The series has been named after the group's insignia—a balance wheel.

On exhibition also were some suggested newspaper and magazine advertisements, one of which is illustrated herewith. Paid advertising space, beginning in the fall, will appear in all New York metropolitan papers. The campaign will concentrate at first in the metropolitan New York area and will be extended as the Council's organization work develops on a national basis and as funds are available.

Shown also through the cooperation of various advertising interests were samples of other media through which the Council hopes to extend its message: a motion picture, "Going Sixty" (again with its emphasis on "drunken driving"), car cards, booklets, newspaper cartoons, posters and animated cartoons.

Has Cedar Chest Account

The West Branch Novelty Company, Milton, Pa., cedar chests, has appointed Jerome B. Gray & Company, Philadelphia, to handle its advertising account.



THE WIDENING CIRCLE

F you could follow the faring of each copy of Punch in any given issue, you would see the 125,000 readers you bargained for multiplied again and again and again. For Punch, like no other paper in British journalism, gets "passed along" for others to read. Conservative estimates give an average of ten readers to every copy. From its original circulation, it filters out to wider and wider circles, carrying your advertisements and selling your product to an always bigger and bigger public. Further, it goes abroad-to every English-speaking corner of the world. from all these travels it sends you back results. Here is a selling force that should be in the very forefront of your space-schedule. Is it there? If not, make sure your reasons are sound!

PUNCH

MARION JEAN LYON, ADVERTISEMENT MANAGER, PUNCH, 10, BOUVERIE ST., LONDON, E.C.4, ENGLAND. MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS

Bitters and Liquor License

OVER the signature of The Angostura-Wuppermann Corporation, there appeared in New York newspapers this week an an-

nouncement as follows:

"Effective at once, we will make no further sales to the liquor trade in New York State. Consumers can obtain their supplies, as they have been doing for seventy-five years past, from the drug, grocery and delicatessen stores. No liquor license has ever been required by the Federal Government or any of the States for the sale of Angostura Bitters by retailers."

Inquiry at Angostura headquar-

ters revealed:

For seventy-five years Angostura Bitters has been sold in drug, grocery and delicatessen stores as a non-beverage—this classification as a non-beverage having behind it a Supreme Court decision to that effect.

With the coming of repeal, liquor stores, finding calls for the product from their customers, requested permission of the New York Alcohol Beverage Control Board to

handle the product and have done so with the evident sanction of the

board.

In the last few weeks, however, representatives of the board have informed various grocery, drug and similar type outlets that they have no right to handle Angostura Bitters without a liquor license since its sale in liquor stores classes it as a liquor item.

Pending a meeting of the New York Board, the Angostura-Wuppermann Corporation has taken its action in stopping the sale of its product to the liquor stores. main interest is to protect other than liquor outlets since it regards its product as a non-liquor item. even as vanilla, cherries or other products that may be used in mixing drinks. It recognizes the right of the board to determine what items shall be sold in New York liquor stores but refuses to recognize the necessity of a liquor license by retailers handling its product.

The matter may be straightened out at a meeting of the board to be held this week. In the meantime, the company regards the incident as inopportune since it has scheduled in magazines for June and July announcement of a \$5,000 Angostura food recipe contest.

Toronto Women Elect

Mrs. Barbara J. Lowrey, identified with several radio programs of interest to women, has been elected president of the Women's Advertising Club of Toronto. Other new officers are: Miss Margaret Brown, of Marketing, vice-president; Miss Margaret Findlay, E. H. Dickinson Company, secretary; and Miss Doris Trovell. Canadia Daily president; Miss Margaret Findiay, E. H. Dickinson Company, secretary; and Miss Doris Trowell, Canadian Daily Newspapers Assn., treasurer. Directors are: Mrs. Hilda Hatcher, McLaren Advertising Agency; Miss Irene Latimer, Toronto Globe, and Miss Rhoda Scanlon, who is associated with Excelsior Life Insurance Company.

Adds Lippincott to Staff

Lincoln H. Lippincott, formerly superintendent of training of the Maryland Casualty Company, has joined the Lumbermen's Mutual Casualty Company, Chicago, in a promotional capacity. He was at one time with the Aetna companies and later with the public relations staff of the National Board of Fire Linderwiters. Fire Underwriters.

Death of Gottfried Piel, Sr.

Gottfried Piel, Sr. Co-founder of Piel Bros. Brewery, Brooklyn, N. Y., died at Forest Hills, N. Y., on May 1. He was eighty-two years old. With his brother Michael, he founded the business as a partnership in 1883. Mr. Piel later became president of Piel Bros., the corporation which was founded as a successor to the partnership. He held this office until 1921. Since then he was active in counseling the second generation of Piels who followed the founders in the management and control of the in the management and control of the

Forms Wonder Orange Company

Clayton J. Howel, founder and for many years president of the Orange Crush Company, has established the Wonder Orange Company at Chicago to merchandise a new beverage called "Wonder Orange." With the completion of distribution plans, an advertising campaign will be conducted in newspapers and magazines. Ruthrauff & Ryan, Inc., has been appointed as advertising, agency for the new enterprise.

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SUMMER & WINTER

Florida's Perpetual Playground is

DAYTONA BEACH

Do you know that more people visit Daytona Beach in the summer months than in the winter season? For the South discovered Daytona Beach long before America discovered Florida! And Packer Outdoor Advertising will do the selling job for you there in the same effective manner that characterizes all Packer operations.

Packer

PACKER OF FLORIDA, Inc.

Getting Offensive

(Continued from page 10)

transportation is triumphantly interpreted in the production of 92 per cent of the automobile output. which is operated on 600,000 miles of paved highways.

"This 7 per cent maintains a standard of living which consumes half the world's coffee, half of its tin, half of its rubber, one-fourth of its sugar, three-fourths of its silk, one-third of its coal, twothirds of its crude petroleum.

Education in Our Country and in Europe

"In 1933 more than three billion dollars were spent on education, an amount that topped the total spent by all other countries. Nowhere are there such luxurious buildings, such a wealth of edu-cational facilities. European schools enrol only a small percentage of the number of children attending American schools.

"Real and practical independence for women; the 'old order' provided gainful occupations 11,000,000 women, assimilating

7,000,000 since 1900.

"The American Plan produced three times as much wealth as the whole world has been able to produce up to 1776, and distributed it so widely that the condition of the average man became a magnet to attract all other peoples. So voluminous was the response that the United States was forced to set up immigration barriers to prevent a flood of foreign nationals. What the common man was able to do for himself in this land of opportunity is eloquently suggested by the millions of depositors in savings banks and building and loan associations, by the 65,000,000 life insurance policies, by the millions of security holders, by the 60 per cent of farms unencumbered and the 55 per cent of freeholders of urban homes.'

It was the spirit of eternal dissatisfaction which created the will to go ahead and create the wealth and the living standards. I told

the ladies before, and I meant it. that they were an integral and component part of the selling and advertising system. If it weren't for dissatisfaction, we would have the low living standards of some of the countries which the ladies and the pink professors now want us to emulate. If it weren't for women, our standards would sag back five years every twelve months. We all know that the old man is well satisfied with the frayed curtains, the chair with a broken spring, a car that was bought three years ago, shoes that are out of shape, a coal furnace, an old-fashioned broom and all the other things he has been used to. He is opposed to changes about him. merely because they are changes.

On the other hand, women read advertisements and then dash out actively seeking new things-new refrigerators, sweepers and washing machines. Women naturally can't go out asking and buying things they haven't heard about. But if it weren't for women and advertising combined, club women would still be dragging coal up by the scuttle, sitting at the spinning wheel and using the old-time

broom.

Advertising and Women Sell the "Old Man"

It was advertising and women which helped make our race discontented over the years, and helped sell the old man of the house the new products. It made him transfer his money for something which was more useful or which made his wife more beautiful or which kept him ahead of or up to the neighbors down the street

Selling and advertising are the things which have kept our race interested in new ideas and directed toward new ambitions.

When these pinks in our midst who are able to talk and raise hob merely because they live in a country which still permits free speech, argue a ing and offer c stead o our inte sneer a aspirati created whether ward t ards, be would selling start la

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argue against our way of producing and distributing goods, let them offer constructive suggestions instead of talking foolishly. When our intellectual critics continue to sneer at American ambitions and aspirations, claiming that they are created by false stimuli, ask them whether they want us to slip backward toward lower living standards, because that is exactly what would happen. If it weren't for selling and advertising we would start lazily to slide back.

Suppose Every Salesman Went on Strike

I wish we could try this idea out on the professors and the ladies who follow them into silly notions. Let every salesman go on strike. Let every advertiser stop advertising. According to these folks that would be a consummation devoutly to be wished. But it would pretty well wreck this country.

If the man who has been trying to sell you some insurance decided to take you seriously and never make another call; if the man who sits up in the smoker on his way with his sample case to sell smalltown retailers, decided to get off the train and go into hibernation; if the man who had a fine new design for an automatic ice-box decided to tell nobody about it; if the radio manufacturer with a new idea decided to keep the secret to himself; if everybody stopped selling and advertising for six months, what do these folks think would happen to the American standard of living which they like so well themselves?

Some of the old-line economists would be perfectly amazed at what would happen to demand.

They have always labeled demand a natural and constant force operating at all times, but they would soon discover differently if selling and advertising ceased for a short period. There would be the most God-awful smash this country has ever seen, in my own opinion, and I don't believe that can be gainsaid even by some of the "classic" old-line economists.

Many a talkative club woman, many a pink-cheeked professor



That means the finest known in electrotype quality.

It also means LOCALIZED and national service from five star cities.

☆ NEW YORK ☆ DETROIT ☆CHICAGO ☆ INDIANAPOLIS ☆ SAN FRANCISCO

The significance of these geographic locations is that you can save up to 54% on distribution costs.

Why should any user of electrotypes be satisfied with less than five-star quality at our low prices?

Why shouldn't the large user take advantage of our LOCALIZED national distribution, and on a schedule of 450 newspapers save \$203 on a full-page advertisement?

There are other economies we offer to users of electrotypes. Write or telephone for the complete—and new—story.

REILLY ELECTROTYPE COMPANY
216 East 45th Street, Hew York
FINE SCREEN MAT CORPORATION
228 East 45th Street, New York
MICHIGAN ELECTRO. & STREED. CO.
95 West Hancack Ava., Detroit
ADVANCE-INDEPENDENT ELECTRO. CO.
730 E. Washington Sz., Indianapolis
LAKE SHORE ELECTROTYPE CO.
418 South Market St., Chicago
AMERICAN ELECTROTYPE CO., INC.

333 Fremont St., San Francisco
Divisions of the Electrographic Corporation

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would discover that the world-famous American standard of living is a mighty artificial and shadowy idea which could disappear like a sea fog before a high wind. People would skid rearward without the stimulus of selling and advertising and they would do it with amazing celerity.

The task of the salesman, whether he be back of a counter in a retail store, or calling on the Bon Ton Shoe Shop in Oakland, is to stimulate a desire and make people realize that what they are going to buy is going to give them more in profit or satisfaction or both than the money they part with. Advertising is merely easing the way for the salesman, saying in print things which help him make his sales. We would never have developed far past the gas light and the horse and buggy stage if intense and collective selling hadn't made people dissatisfied with the old ways, hadn't made many a wife say to her husband, "Henry, why can't we put elec-tricity in our house, why can't we have one of those automobiles like the Petersons up the street?'

Let us, for the love of Mike, stop accepting the half-baked theories and opinions of professors and club women as facts. Let us take the offensive in this matter and present facts to offset their wobbly wishing for outmoded methods of doing business. They don't really mean what they are saying when it is pointed out to them just what they are trying to accomplish by their loudly spoken but poorly thought-about words.

The women don't want to go back to the old-fashioned kitchen, the coal scuttle and the vegetables in the cellar, any more than the professors want to go back to the

ox carts and the iron-bound wheels that bumped over cobblestones. They don't want to go back, but the kind of talk they hand out would drive us back, and mighty fast at that.

It may be and it probably will happen that in spite of the unheaval in all parts of the world. in spite of the half-baked political theories and speeches of professors and women who should be working in their homes, we may be able to pick up again the fundamentals of the lines of America's past development and project them ahead to the future. That means we are going to correct some abuses in the profit system, in selling, in advertising and in banking, and most of all, in the intricacies of the law which now wastes so much of the business man's time.

We are going to discover just how much planning we really need and how little regimentation we are going to have to have. We certainly need some logical planning but not a plan laid out by politicians. We must certainly keep a good wage level and reduce the hours of labor. We must increase the power to consume and the time to consume of every man and woman in the country.

When we do that we will go, not back to the old uncomfortable America, not to the political experiments of Europe which have been tried and are going to be found more and more wanting, but to the America of the future, which will again become one of the great wonders of the world as far as the comfort of the masses of our people is concerned. We may still remain a little bit weak on culture but we are going to be there strong with more happiness and less uncertainty for our people.

Zimmerman Joins Aarons

B. M. Zimmerman has joined Harold Aarons, Inc., Detroit agency, as head of its financial advertising department.

Ralston with Barnes Press

Alfred Raiston, formerly of Wohlfahrt Studios, has joined the Barnes Press, Inc., New York, as service manager.

Forbes to Fenger-Hall

John W. Forbes, formerly with the Burlingame, Calif., Advance-Star, has joined the Fenger-Hall Company, Ltd., at Los Angeles.

Appointed by "National Jeweler"

Jack F. Casey is now advertising manager of the National Jeweler, Chicago.

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WANTED

A Seasoned Agency Man for General Manager

This opening will appeal to a man who has had broad experience in agency selling and management . . . a man who, through service as an account executive, or as the head of his own agency, has the experience necessary to establish and maintain departmental organization and attract new business.

Ours is a medium-sized agency, member of the A.A.A.A., established in New York for eleven years, staffed and equipped to give the most modern type of service. We are adequately financed, operating at a profit, and geared to handle a heavier load.

This advertisement is not directed to youngsters whose maturity is still to be achieved or to men who are approaching the shady side of a none-too-successful career. It is directed specifically to a man who has confidence in his own ability—and whose present position, in some manner, limits the scope of satisfaction he derives from his job.

To such a man we offer a partnership salary and a partnership opportunity. This man may not care to write his life history in reply to an unsigned advertisement, but he will know what to say to justify us in interviewing him.

Printers' Ink Publications Box No. 92

PRINTERS' INK

A JOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell John Irving Romer, Editor and President 1908—1983

PRINTERS' INK PUBLISHING Co., INC. 185 MADISON AVENUE, NEW YORK

ROT DICKINSON, President DOUGLAS TAYLOR, Vice-President R. W. LAWRENCE, Secretary DAVID MARCUS, Treasurer

G. A. NICHOLS, Editor C. B. LARRARER, Managing Editor R. W. PALMER, Associate Editor ARTHUR H. LITTLE, Associate Editor BERNARD A. GRIMER, News Editor H. W. MARKS, Mgr. Readers' Service

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London, 30 and 31 Great Queen Street, W. C. 2: McDeneugh Russell.

Chicago, 6 North Michigan Avenue; Gove Compton, Manager. St. Louis, 915 Olive Streat: A. D. McKinney, Manager. Pacific Ceast: M. C. Mogensen, Manager. San Francisco, Los Angeles, Seattle, Portland.

Subscription rates: \$3 a year, \$1.50 six months. Canada \$4 plus duty \$2.60 a year. Foreign \$5.

Business as Usual This Roy S. Durstine is one of the fightingest men in

the advertising agency business; and leaders in that line are not particularly noted for turning the other cheek.

Take, for instance, the speech he made last week before the United States Chamber of Commerce, a part of which appears on another page. Business—particularly the advertising end of it—needs a little more of the same and needs it right now.

Mr. Durstine's courageous attack upon the academic element in the Administration and his charge that theorists and professional friends of the consumer are having entirely too much to say about governmental affairs, are very much in order. Whether such plain talk can lessen the influence of the Ph.D.'s to any material degree, is an open question. But it can do no harm to let the Administration

know, cold turkey, just what business thinks of these things.

He recommended one course of procedure, however, that is entirely practical and that can be conveyed into definite and positive action.

Business, he said, should forget its "Washington-made jitters" and proceed about the production, advertising and merchandising of its wares just as if the Washington theorists were devoting their attention—as they are not—to affairs with which they had at least a speaking acquaintance.

This is a rather hard assignment. But it can be carried out successfully if business will put into the process the requisite amount of fight, spunk and stick-to-it-iveness.

There is bound to be a certain amount of funny stuff perpetrated in Washington regardless of whether the Democrats or the late lamented Republicans are in power. Business has always got to get along, to an extent, with unnecessary and irritating interference by dilettante governmental theorists who would probably not eat regularly if they had to do things instead of talking about them.

To defer "business as usual" because of these interesting folk is to be lost.

Therefore, Mr. Durstine's call to action, while not especially new, is timely and to the point. The fact that it will naturally not appeal to weaklings does not detract from its importance nor from its practicability.

The Path of Peace This refreshing to find listed—and listed by an authority—an array of influences that did not cause the depression.

As they are identified by Col. Leonard P. Ayres, Cleveland banker and economist, the innocent forces were these:

(1) Malefactors of great wealth; (2) over-production; (3) price declines; purchasi maldistr age of co (7) ove equipment employm wealth; banking.

May 9, 1

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clines; (4) reduced agricultural purchasing power; (5) shortage or maldistribution of gold; (6) shortage of consumer purchasing power; (7) over-indulgence in productive equipment; (8) technological unemployment; (9) concentration of wealth; (10) speculation; (11) bad banking.

Many a toothache seems to have lasted forever. Its possessor may feel sure that the thing has run back for generations. But when we contemplate our current economic malease, we really are biased by no pathological hallucination when we estimate that it has been in progress for quite a while.

This is only the sixth year of the depression's full maturity; but, as Colonel Ayres points out, it is the twenty-second year of the depression's causes. For the hardest of modern-day hard-time periods sprang from roots that grew in the battlefields of the World War.

True to a pattern that other wars designed, the world has gone through five post-war phases: (1) commodity price inflation; (2) sound prosperity and farm-land speculation; (3) price deflation and short, primary, post-war depression; (4) a period of city prosperity and widespread speculation; and (5) a secondary price deflation and a long, secondary, post-war depression.

And what way out? "Stability of business activity," Colonel Ayres says, "depends on the stability of the fundamental conditions under which business operates. This stability cannot be created by any simple legislative formula. It involves persistent adherence to at least seven national policies—

"Peace; sound money; balanced budgets; sound banking; the restriction of credit to loans justified by earning power; the restriction of speculation; governmental regulation of business to prevent abuses, dishonest competition and exploitation, but not to control wage and price competition or to favor special groups."

Seven national policies; and of these, the first is—peace.

Keep It Dignified around these offices is an attention-caller, and a good one. Already, we have set up and set going a situation editor; but, specialist that he is, he deals with situations only when and as, of their own erratic volition, they swim into his ken. And that's no system!

Here we are, busy and vigilant as the very dickens with such matters as the Copeland Bill, the dust storms, and the freedom of the press; and, while our back is turned, bang goes the clothespin industry.

Perhaps bang is a shade too abrupt and explosive. The clothespin industry hasn't blown up. It's just petering out.

Meeting in solemn council in Chicago the other day, the clothespin tycoons—wooden and wire chewed at their thumb nails the while they faced the question:

"What is happening to clothespin consumption?"

Out of the somber silence, one suggester said: "Housewives are more careful about losing clothespins than they used to be." For a while, nobody said anything more; and then another suggester offered: "The steam laundries are getting a bigger share of the family wash."

And now, as an upshot of that meeting, the industry is planning searching research.

Though we raise our voice belatedly, we plead for amity. Let not research lead to inter-industrial warfare and to bad-tempered copy. Without accusing American womanhood of clothespin hoarding, without intimating that a steam laundry's mangle really mangles, can't the problem be solved constructively?

And if there's dirty linen to be washed, can't it be washed—and clothespinned—in private?

Bureaucratic Fascism

Fascism

Cery Manufacturers of America, sends to Printers' Ink a statement showing that in his association there is unanimous opposition to certain amendments to the Agricultural Adjustment Act now under consideration in Congress.

The association very properly objects to the arbitrary licensing powers that the legislation proposes to give to the Secretary of Agriculture under which he could potentially control each step in the process of distribution—including advertising—from the farm to the ultimate consumer.

"The member companies object strenuously," Mr. Willis says, "to placing such vast powers in the hands of any one official, as are asked for in these amendments. The amendments would virtually make a dictator out of the Secretary of Agriculture and the member companies believe that this would be a direct step toward bureaucratic fascism."

Well said. The clear-thinking Mr. Willis has stated the proposition in a way that will be hard to answer. And it is to be hoped, in the interests of the well-being of business in general, that the association's righteous indignation will have affirmative results.

But in the interests of consistency, we venture to point out that the Copeland food, drugs and cosmetic bill (S.5) conveys to the Secretary power that is equally arbitrary or even more so. The "bureaucratic fascism" in this case would extend to three great industries rather than one, with potential mischief-making results that are to

be contemplated only with trepida-

This being so, why doesn't A. 'G. M. A. come out with an equally pungent criticism of S. 5?

Can it be that this powerful association, whose members produce and sell more than four billion dollars' worth of merchandise annually, has succumbed to the mischievous idea that opposition to the Copeland Bill will make the Administration schoolmasters and the professional friends of the consumer so thoroughly good and mad that an even worse bill will be forced upon them?

And, if this would be the case when one opposes the Copeland Bill, why wouldn't it work equally well when the AAA amendments are opposed?

We are not attacking anybody here. We are not even arguing not necessarily.

We are merely being a bit curious—and all in the interest of consistency.

Dealers'
Ascendency
index; for candor often is an indicator of clear thinking.

Here is a paragraph out of a sales letter addressed to dealers:

"When good tires were hard to make and there was a great difference in the qualities of tire lines, the name of the manufacturer was important. Today, the reverse is true, because there is little difference in the mileage abilities of tires made by reputable manufacturers (with the exception of the Seiberling Air-Cooled Tire) and the public is aware of this fact."

Let no manufacturer, in any line, desist from name-building, believing his job is done. But let none overlook that good dealers can make him, and bad dealers break him No

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Now Rapidly Approaching a Quarter of a Million

A.B.C. Publisher's Interim Statement of Net Paid Circulation for period ending March 31, 1935 (copies on request):

January . . . 220,481

February . . 225,984

March 229,103

And in the first four months of 1935, as compared with the same period of 1934, Esquire registered the largest advertising gain of any magazine—133 per cent.

Esquire THE MAGAZINE FOR MEN 40 E. 34th St., New York City

50c per copy

85.00 per year

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May Magazine Advertising

	1935	1935	1934	1933	1935	1934
	Pages	Lines	Lines	Lines	JanMay	JanMn
Fortune	126	79,553	85,083	24,016	331,879	311,89
Town & Country (2 is.)	71	47,729	45,372	26,363	182,822	179,083
House Beautiful		42,950	46,406	6,874	120,645	110,149
Yachting		a41,554	30,073	20,806	190,073	135,47
Esquire		b35,662	16,954		143,295	63,23
House & Garden		34,043	45,933	21,751	128,024	147,041
Country Life		32,550	28,791	20,748	104,489	92,479
Cosmopolitan		31,057	27,020	24,681	130,505	116,991
Motor Boating	71	30,456	27,945	21,438	164,592	146,660
The Spur		29,568	30,660	19,818	115,934	120,106
Better Homes & Gardens		27,935	21,625	14,999	100,690	
American Home		26,629	14,994	5,546	104,057	83,774
		33,886	21,491	9,853		54,750
N. Y. Met. Edition					135,494	76,690
American Magazine		23,829	26,984	18,027	93,854	97,299
Vanity Fair		21,809	32,922	16,285	92,011	120,738
American Golfer		19,612	22,721	10,248	59,004	54,596
The Sportsman		a19,509	a22,491	13,332	74,702	82,829
Redbook		18,819	18,488	14,423	86,896	70,707
Field & Stream		18,733	17,937	12,203	70,531	59,966
The Instructor		18,380	16,447	17,936	75,673	60,063
Nation's Business		17,661	21,104	12,654	87,409	90,668
Popular Mechanics		16,982	13,664	10,304	84,502	66,686
Sunset		16,498	14,566	8,580	64,164	48,307
Popular Science Monthly		14,249	14,464	8,686	68,544	65,397
Outdoor Life		13,911	12,222	7,392	52,679	39,981
National Sportsman		13,518	11,460	8,023	46,653	37,945
Banking		13,176	13,168		58,479	54,118
Forbes (2 Apr. is.)	30	12,597	12,792	6,421	c47,648	c43,328
American Boy		12,321	10,400	7,832	39,771	34,749
Boys' Life		12,125	11,816	10,002	48,603	43.350
Atlantic Monthly		12,113	7,319	6,331	58,845	31,906
Screenland	27	11,512	10,406	8,719	49,512	47,045
Travel	17	11,046	10,772	7,139	48,352	40,564
Silver Screen	26	11,039	10,268	8,353	48,985	46,851
The Grade Teacher	25	11,004	10,157	8,755	51,677	43,219
Sports Afield	25	10,857	10,880	8,257	40,761	38,954
Modern Mechanix & Inventions		10,808	12,289	6,546	56,718	52,835
National Geographic		10,169	10,449	7,953	36,254	38,564
Motion Picture	23	10,060	14,636	13,808	50,247	65,569
Movie Classic	23	10,060	14,961	12,848	50,247	65,341
Physical Culture	23	9,824	9,651	8,022	51,736	47,086
Hunting & Fishing		9,818	9,395	6,760	39,499	32,287
Polo	14	9,604	9,996	10,710	46,406	52,584
Life		9,555	11,517	6,054	40,874	47,038
American Rifleman		9,494	7,992	6,132	42,747	35,705
Modern Living		a8.641	a7,650	4,819	41,097	35,736
Harpers Magazine		8,400	9,996	9,324	41,048	46,676
Christian Herald		8,330	9,988	10,163	47,582	47,446
Extension Magazine		7,767	8,510	10,075	34,609	36,064
Real Detective		7,696	7,636	5,720	35,081	32,237
Review of Reviews		7,561	7,130	7,087	32,220	35,063
Radio News		6,825	8,094	4,255	40,089	37,795
Scribner's		6,783	6,531	5,648	33,194	26,389
The Stage		6,564	9,742	6,492	29,118	34,670
The Forum		6,555	5,148	5,293	26,197	21,895
Arts & Decoration		6,496	6,692	7,785	25,060	34,300
Psychology		d6,121	d5,349	e5,171	21,968	23,119
Model Airplane News		6.092	8,383	5,006	31,418	38,885
American Forests		6,090	5,376	3,850	24,360	20,664
Rotarian		5,907	3,087	3,093	19,948	12,694
Nature Magazine		5,484	4,141	4,481	18,844	15,270
Elks Magazine		5,481	6,104	4,660	29,870	25,546
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(Continued on page 108)

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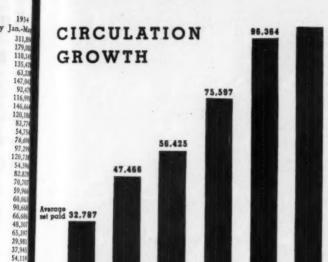
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47,446

32,237 35,063 37,795 26,389 34,670 21,895 34,300 23,119 38,885

20,664 12,694 15,270 25,546 1930

1931



This year over 100,000 people will pay close to a million dollars in order to read FORTUNE every month. These subscriber families and their FORTUNE reading friends have plenty of additional dollars to spend on your product . . . if you tell them about it in FORTUNE's well-read advertising pages.

1933

1934

1935

1932



135 EAST 42ND ST., NEW YORK CITY

	1935	1935	1934	1933	1935	1934
	Page	s Lines	Lines	Lines	JanMay	JanMa
Screen Romances	. 12	5,291	6,435	4,719	27,764	35.89
Judge (Apr.)	. 12	5,107	5,565	3,867	c20,916	c20,26
American Legion Monthly	12	5,037	6,918	4,158	24,983	28,70
Open Road for Boys	11	4,889	5,177	8,372	21,337	21,155
New Outlook		4,522	5,224	4,013	19,560	23,599
True Detective Mysteries	9	3,939	1,679	2,331	20,014	13,291
Startling Detective Adventures	9	3,840	2,962	3,167	24,045	22,233
Picture Play	8	3,575	4,074	4,330	17,468	20,430
Film Fun		3,490	6,864	3,720	19,237	31,38
Golden Book	15	3,398	3,191	2,925	16,909	13,87
Asia	. 8	3,296	3,184	3,384	13,704	14,659
Munsey Combination	15	3,248	2,968	1,680	16,912	16,010
The Lion	7	3,000	2,769	2,210	13,620	10,868
Current History		2,926	2,976	2,684	12,101	13,364
St. Nicholas		2,828	3,482	4,469	17,185	14,63
American Mercury	13	2,814	2,534	2,950	13,168	15,08
Mag. of Wall St. (2 Apr. is.)		2,735	4,674	15,632	c11,107	c20,28
Scientific American		2,680	2,284	2,696	14,681	13,93
Broadway & Hollywood Movies	6	2,609	3,858	d4,898	13,182	16,26
Dell Men's Group		2,377	4,704	2,072	13,934	18,76
Street & Smith Combination		1,904	1,344	1,120	9,688	5,37
Street & Smith's Big 7 Group.		1,512	2,240	1,288	10,696	12,69
Blue Book		843	704	518	3,939	3,89

WOMEN'S MAGAZINES

1935	1935	1934	1933	1935	1934
Pager	Lines	Lines	Lines	JanMay	JanMay
Vogue (2 is.)	95,516	93,840	60,296	435,294	380,241
Harper's Bazaar121/	81,422	76,184	44,923	336,491	310,317
Good Housekeeping	a64,343	63,181	51,304	239,729	236,129
Ladies' Home Journal 76	51,495	53,432	54,162	224,233	231,779
McCall's 74.	50,227	50,970	46,380	219,592	220,874
Woman's Home Companion 701	47,424	50,951	45,751	218,364	221,318
True Story 504		23,040	19,639	108,623	102,050
Pictorial Review 29	19,714	17,107	16,322	94.815	85,354
Tower Magazines 27	b18,148	13,840	13,570	89,395	63,087
Parents' Magazine 42	17,927	17,507	13,111	83,337	69,860
N. Y. Met. Edition44	18,906			77,418	22,000
Modern Screen 38	16,448	15,986	9,525	77,260	67,616
Modern Romances 37	15,854	14,579	9,109	73,721	63,393
Movie Mirror 35	15,209	8,952	UTIL YES TO	69,409	43,921
Radio Stars 35	15,133	8,653	2,066	72.153	35,963
Household Magazine 22	14.832	15,670	8,929	65,997	67,528
Delineator 21	14,017	28,419	29,759	81,523	130,527
Junior League Magazine 22	b13,760	10,601	5,978	46,544	32,690
Screen Play 32	13,275	10,709	6,537	59,943	46,627
Hollywood 32	13,268	9,311	4,639	58,321	39,502
Screen Book 31	13,177	10,020	6,429	58,547	43,064
True Romances 30	12,848	8,058	5,134	61,407	43,315
True Experiences 30	12,695	7,818	5,380	59,150	39,447
Love & Romance 30	12,668	8,034	5,904	59,382	41,379
Holland's 17	12,520	12,006	7,648	52,166	54,613
Photoplay	11,908	16,666	13,551	50,243	67,095
Radio Mirror 28	11,848	3,286		55,029	14,657
Farmer's Wife 17	11,687	15,977	8,673	54,565	57,268
True Confessions 27	11,342	9,261	7,321	52,067	44,670
Radioland 26	11,009	8,694		49,058	38,887
Woman's World 11	7,293	6,727	5,974	44,397	34,439
Shadoplay 16	6,858	11,828		33,644	49,393
Needlecraft 6	3,882	5,149	3,828	27,959	25,469
Child Life 8	3,572	4,591	5,577	20,685	21,909
Junior Home for Mothers 4	1,613	3,136	4,552	10,649	11,821
Messenger of Sacred Heart 7	1,517	1,687	1,904	6,534	7,731
Totals	746,873	715,870	523,875	3,355,328	3,043,933

a Golden Anniversary Number. b Larger page size.

(Continued on page 110)

1934 Jan.-Ma 35,85

1935

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1934 Jan.-May 380,241 310,317 236,129 231,779

102,050 85,354 63,087 69,860

11,82

3,043,933

THA

NATIONAL WEEKLIES (4 April Issues)

1935	1935	1934	1933	1935	195
Pager	Lines	Lines	Lines	JanApr	Jan-A
Saturday Evening Post279	189,145	181,933	a129,721	633,175	596
Time279	al19,615	a121,594	55,370	383,360	350
New Yorker	104,148	117,173	a78,035	367,955	397
Collier's141	96,046	a89,344	a64,012	319,204	205
The American Weekly 44	83,445	a61.736	a70,290	256,706	202
The United States News 27	a56,107	a47,207		181,445	132
Literary Digest 70	31,949	31,260	a32,415	114,827	124
Business Week 65	27,851	24,352	15,263	105,017	87
Liberty 59	25,882	26,049	a17,793	95,863	97
News-Week 32	13,781	16,725	a8,935	61,121	74
The Nation 22	9,100	9,200	7,000	30,250	20
Scholastic	b6.858	10,430	b7.854	35,638	35,
New Republic	6,756	5,826	7,722	20,710	20.
Totals b Three issues.	770,683	742,829	494,410	2,605,271	2,430,

CANADIAN (April Issues)

1935 Page:		1934 Lines	1933 Lines	1935 JanApr	1934 JanAp
Mayfair 81 Maclean's (2 is.) 67 Canadian Home Journal 50 Canadian Home Journal 50	a54,140 47,157 35,079 32,567	29,450 50,888 45,640 24,525	24,401 36,238 28,850 18,738	135,791 134,694 104,908 87,128	93,5 135,7 108,1
Canadian Homes & Gardens 48 Chatelaine 46 Liberty (4 is.) 61 " exclusively Canadian 22	32,140 26,143 9,598	27,079 24,744 6,079	24,581 b17,341	92,839 94,137 30,545	85,8 88,3 19 9
in comb. with U. S. ed. 39 National Home Monthly 33 The Canadian Magazine 24 Canadian Business (May) 38	16,545 22,789 17,021 15,596	18,665 36,625 16,125 13,783	18,708 12,897 8,060	63,592 68,084 55,025 c61,493	68,3 87,8 52,2
Totals	282,632 c JanMay	268,859	189,814	834,099	776,
Grand Totals	2,900,476		1,908,306	11,414,976	10,512,

Women Study Standards

In the echo and re-echo of a clamor from those who set themselves up as consumer spokesmen for standardization of grade terms, business goes serenely, but nevertheless effectively, to work on the problem. As evidence of the progress it is making, we have the report of the American Standards Association's Standards Council which has revised its organization to give women a chance to take a hand in the writing of such specifications.

Soon there will be appointed an advisory committee to guide proposed standardization projects. Its members will represent not only women's organizations, but cossumers' groups, distributors and, going the whole road, government experts.

Even Consumers Research is among the associations to which an invitation will be extended. One of the jobs which will be tackled as part of the consumers' goods program has to do with a request of the Consumers' Advisory Board of the NRA to undertake work on the problem of eliminating the welter of confusion which exists in terms such as "Supreme," "Choice," "Best" and so on.

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Apr. Jan.A "TAKE THE FIRST RIGHT THEN THE SECOND LEFT THEN YOU COME TO A FORK AND A HOUSE-BUT THAT AIN'T IT YET - "

Directions can confuse-or they ean direct!

IRECTIONS in some national advertising are as obscure as any you'll hear in the back country. "Sold by quality stores". . . "If there is no dealer in your community, write us"...

Prospects get lost, buy "something just as good."

Directions can be precise, definite, certain. For example, in current Willard advertising:

Call your nearest Willard dealer. Look for this emblem in your 'phone book under "Batteries".

Oldsmobile, Ramco, Stromberg-Carlson and many others are just as precise.

Arrange to identify your dealers in classified telephone books. We shall be pleased to furnish details about cost and coverage-as applied to your specific case.

AMERICAN TELEPHONE & TELEGRAPH CO. **Trade Mark Service Division**

195 Broadway New York



311 W. Washington Chicago



The Little Schoolmaster's Classroom

"TALKING signs," they are called by the Welch people, of grape juice fame. These unobtrusive signs, printed in black on white cards from a plate made from a hand-lettered original, are intended to top off a counter or

floor display in a grocery store. The card that goes out with Welch's new grape preserves reads: "Welch's Old-fashioned

Seeded Grape Preserves. You'll like the fresh Concord flavor! Also the useful table tumblers." Then a space for the grocer to fill in his price.

Nothing particularly new in this, but the sign does get used. Occasionally a simply designed and apparently home-made display catches the eye where an elaborate and ornate display will be passed by

without gaining any special amount of attention.

The average Congressman counts that day lost on which he does not receive a few thousand protests against or demands for certain legislation. It is reported that certain bills have resulted in an engulfing flood of as many as a half million letters. Some statistical member of the Class can figure out how long it would take our Senators and Congressmen to read a half million letters—assuming that they were willing to do so.

The Building Trades Employers Association of the City of New York recently decided that if it did want its petitions to Congressmen read something unusual would have to be tried. It decided, finally, to set up its communication as an advertisement would be set up with headlines, an interesting layout and easily read typography.

Therefore its communication was headed, "Do you authorize Works Relief Funds be spent on this basis?" and included in the display part of the petition was a reproduction of a headline from the New York Herald Tribune. The

summary of the Association's argument was printed in italic display type as follows: "All public works relief bills should insist on bids and private enterprise for all construction work."

There is, of course, some question that any communication of this nature, whether typed, written in pen and ink, or printed, will ever get by the supposedly efficient Congressional secretaries. Be that as it may, the Association at least should score something for trying.

Every year on May 1 and October 1, as sure as these two traditional moving days roll around, milk companies in all parts of the country take advantage of their opportunity and point out that they are ready to serve householders in their new homes.

This is an excellent example of how what was a few years ago a new idea rapidly can become traditional. A study of the hisThe ten

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"Yes, 10,740,116, to be exact, according to the 1930 Census. Ten million women and girls engaged in what the Census so delightfully calls 'gainful occupations.'

"We have time for reading, but not time for home-making. Very frankly, we are not interested in needlework, foods and cooking, housekeeping, and similar related home arts.

"Do we read the ordinary women's magazines? Yes, we like the fiction and fashions. "Do we read Needlecraft? No."

Needlecraft by its very nature selects 700,000 homebodies out of the great national women's market. It eliminates the girls whose main interest is in business, those who are not married, those who do not keep house.

By that very selection it furnishes a concentrated market, without waste, for advertisers of foods and household equipment.

NEEDLECRAFT

The Home Arts

NEW YORK, BOSTON, CHICAGO

MAGAZINE

tory of advertising will show many similar examples.

An unusual method of featuring the radio program has just been tried by Sheffield Farms Company in announcing its new radio broadcast, "Billy and Betty," to its thousands of customers in the New York metropolitan area. This is a bottle collar, which was slipped around the morning delivery to these customers recently.

It was in two colors—red and black—and the center was a dramatic picture taken from a broadcast. On either side of the picture were paragraphs describing the program and giving its time on the air.

This direct-to-consumer advertising was supplemented by advertising on the radio pages of a number of newspapers in Sheffield territory.

Applicants for jobs work overtime to make their letters attractive and effective. The companies receiving these applications, however, seldom feel that there is any obligation on their part to keep any good-will among the applicants.

A member of the Class, who signs himself simply S.J.L., sends the Schoolmaster the following communication, which shows that one business organization, at least, sees the value of building a little good-will among unsuccessful applicants for positions.

plicants for positions:

"Here's a little letter I received which seems to me to merit a sprig of laurel. For all its brevity and for all that, such a letter has no apparent need to be other than a brusque command to present one's credentials—withal, the first few words of this simple little note are warming enough to kindle a spark of good-will for this great newspaper:

THE NEW YORK TIMES
March 27, 1935.

My Name, My Address. Dear Sir:

We like your letter in answer to our advertisement in the *Times* of last Sunday for an advertising writer. If you will call me, an appointment will be arranged for an interview.

Yours very truly,
THE NEW YORK TIMES,
(Signed) per: E. E. GARTH.
"P.S. I did not get the job!"

The Schoolmaster is never really quite convinced that spring is here until his fingers thumb through a seed catalog—and this year's reminder that winter is really over is the sixtieth annual edition of "Burpee's Garden Book."

It comes to the Schoolmaster's desk with a note from J. F. Simpson, of the W. Atlee Burpee Company— a note that serves to show that even seeds and flowers have a selling and advertising problem, that even in the realm of flowers the search for something new to please customers goes on.

Mr. Simpson writes:

"It is difficult, almost impossible, to increase sales because the customer's garden can only hold so many plants, and he could not find any use for more plants.

"We have, however, been working hard the last few years to create new flowers or new colors No doubt in existing varieties. you read a great deal last year of our having perfected different colors in the Double Nasturtiums, doing almost the impossible, having these seeds available-that is, three generations of them in less than eleven months. We were the only house in the world that had these mixed colors of Double Nasturtiums to offer their customers last year. We have been able to segregate one of these colors this year, and are offering it as Burpee's Double Scarlet. . .

"We have also introduced an early flowering Golden-Orange Cosmos. There are many other new things in the book for which customers are looking.

"It has been our custom, of course, every year to offer new varieties, but we have been working harder than ever the last few years to let our customers have more of these new things. They are appreciated by our customers and have caused the Burpee busi-

May 9, 19 ness to spectation

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ness to go ahead far beyond expectations."

It isn't every company that can accept defeat gracefully and in a sportsmanlike manner and, in addition, take advantage of an adverse circumstance to build good-will. Naturally, the Illinois Bell Telephone Company did everything it could to have a decision rendered in its favor regarding the refund of certain charges. But the District Court of the United States ruled against the company. meant that the company must refund many millions of dollars, but after the legal fight was over the company proceeded with the busi-ness at hand in an orderly and efficient manner that has brought back a large amount of good-will.

The other day progress on the gigantic job was reported in a paid advertisement. Headed "Keeping Pace on a Big Job" the company reported that it was on schedule. Before April 1, 500,000 personal interviews had been conducted and 600,000 separate refunds had been computed, prepared and mailed, representing a total gross disbursement of nearly \$11,000,000. has required a special force of 2,500 persons, working full time and using the latest-type draft-writing, check-signing machines and other time-saving devices. Before the job is done, this force will have handled 45,000,000 collection tickets as well as hundreds of ledgers and other records, some going back more than ten years and weighing in all many tons.

These figures are included in the advertisement, but more important is the assurance of the company that everyone entitled to a refund will receive it.

"We are moving along," the company explains, "and we want to complete the work for you as soon as possible. So, if you have not responded to your notice please do so at once. If you had service entitling you to a refund and have received no notice from us please let us know. We wish again to assure our coin-box subscribers that we appreciate their assistance and cooperation."

It must be pretty hard to smile



WHAT qualifications are you looking for in a man?

Men of varied experience and ability advertise in these pages, seeking opportunity to sell their services.

The chances are you will find several likely candidates for the job by looking over recent advertisements. Many competent men have been located in this manner with a minimum of expense and trouble.

If you have any difficulty in finding a man to measure up to your specific requirements, locate him by advertising in PRINTERS' INK. It requires only a small expenditure to get into touch with really worth-while men.

May 9, I

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ADVERTISING SALESMAN For London

BRITISH VOGUE, the leading English Fashion Magazine, requires the services of an advertising salesman. Applications will be considered only from native born Englishmen, preferably between the ages of 25 and 35, who have had successful records in advertising or selling in America. Applications should be made in writing, giving complete record of experience.

Address Vogue, 420 Lexington Avenue, Box 10, New York City

BINDERS

To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly holding twelve copies is \$1.25, postpaid, and the Monthly holding nine copies \$2.00, postpaid. These binders are an attractive addition to any desk or library.



while paying out \$11,000,000. The Schoolmaster knows many a company that probably would have muddled such a job badly. The telephone companies of this country have been under attack many times, but no one can honestly accuse them of not appreciating the value of public good-will and doing all in their power to protect their prestige.

"An AD we hope our Salesmen do not read" was the arresting headline of a recent advertisement of The Taber Cadillac Corporation of Hartford, Conn. The Schoolmaster submits headline and copy to the Class as an interesting example of automotive advertising that differs from the general pattern. The copy of the advertisement follows:

"We like to think of ourselves as an alert selling organization. We use nearly every reasonable sales device we can think up to get you to visit our stores and try a new OLDSMOBILE.

"But when we add it all up, we find that TWO THINGS we have at these stores do far more selling than all of our people and all of our modern methods combined—by ten to one.

"The first thing is the car we sell. Without persuasion of any kind people have decided they like the 1935 OLDSMOBILE—its appearance, its reputation for dependability and economy, its price.
"The other thing is the service

"The other thing is the service we give. Experienced people tell us our shops are the best equipped in this part of the country. We know the quality of work our men do is good because people come back.

"An outstanding product: capable, money and time-saving service. These are the basic, practical factors which we feel fortunate in having so effectively linked together. We would like to demonstrate both to you.

"NOTE TO OUR SALESMEN (who did read). This is not quite as bad

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A E 7 NTON DAVES

Classified Advertisements

Classified ads cost seventy-five cents a line for each insertion. Minimum order five lines costing three dollars and seventy-five cents. Classified ads payable in advance.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Publishers' Representative - Experienced man, wants Eastern representaservice. Salary or commission basis. Box 651, Printers' Ink.

Liquor Merchandising Man Available-Are you servicing or soliciting liquor accounts? Make copy and merchandising plans jibe with conditions in liquor trade. Box 661, Printers' Ink.

HELP WANTED

CONTACT MAN: Acquainted with National advertisers and food packers in the East, also man for Pacific Coast, to sell the newest self-supporting premium plan. Now used by one of the largest National Advertisers. Liberal commission. Box 650, Printers' Ink.

DILLINGER

might have even been tempted to swipe a copy of the valuable "IDEA STIMULA-TOR"—a fountain of flexible copy ideas, headlines and closes. To anyone who enjoys writing LIVE copy, it's a "steal" at one dollar. MILT GREY, 224 N. Pine, Chicago.

Advortising Copy Man Wanted Fully experienced magazine advertising copy writer with ideas and exceptional ability. Give full particulars, present connection, salary, references, samples of work, photo. Members of this agency lone of this ad. All answers treated in strict confidence. Box 653, Printers' Ink.

SPECIAL REPRESENTATIVES in every U. S. and export market to sell TUFF-TITE—the strongest outdoor tack-up sign material. Sells on its merits. Exclusive franchises to establish experienced men or sales organizations. Write or wire us. COMPTON & SONS LITH-OGRAPHING & PRINTING CO., 200 Locust St., St. Louis, Missouri.

MISCELLANEOUS

ECONOMICAL process reproduces outof-print advertising literature, catalog pages, diagrams, pictures, pamphlets, etc. Typesetting or cuts unnecessary. Sam-ples. Laurel Process, 480 Canal St., N. Y. C. WAlker 5-0528.

MOTION PICTURE PROJECTORS

WANTED

Large Eastern manufacturer is in the market for 30 second-hand motion picture projectors using 16mm film. Must be good make, good condition, and suitable for salesmen's use. Box 657, P. I.

POSITIONS WANTED

ARTIST, 28, seeks free-lance connection (preferably with space). Layout, design, lettering, illustration: figure, cartoon. Experience poster, display, booklet and ad. Box 662, Printers' Ink.

Clever, versatile, attractive young wo-man experienced copy and feature writer with wide contacts and many excellent leads seeks advertising or publicity con-nections. Box 654, Printers' Ink.

MAIL ORDER SPECIALIST

5-star copy man and letter writer, special-izing books, magazines, food products, etc. Self-starter type. \$3750. Box 658, Printers' Ink.

Experienced Executive, past printer and accountant, wishes to contact advertiser in No. Cent. States; features house organs, pep-talks, new ideas of all kinds. Age 50, \$100 week. Box 655, Printers' Ink.

COPY WRITER — Versatile, original, prolific! Ten years of broad experience with country's leading advertisers. Thoro knowledge of merchandising, sales promotion and publicity. Box 663, P. I.

MARKETING AND RESEARCH

Young woman with excellent background as 4 Aagency librarian seeks new con-nection with agency, manufacturer or publisher. Box 659, Printers' Ink.

YOUNG MAN with advertising ambitions wants agency apprenticeship; college graduate; experienced writer, editor, mer-chandiser; excellent references; intelli-gent, adaptable, energetic, Christian, un-married. Box 656, Printers' Ink.

Artist Copywriter. Twelve years' experience with Manufacturers, Agency, Printers. Finished Visuals, Artwork, Lettering, Copy, Production. Young, attractive, Protestant, American woman. References, Reasonable. Box 660, Printers' Ink.

Advertising Woman, 32, thoroughly trained to create and develop retail accounts on small city and metropolitan papers, seeks responsible position on advertising staff of small City daily or as copy writer in agency. Box 652, Printers' Ink.

CAUTION

Applicants for positions advertised in PRINTERS INK are urged to use the utmost care in wrapping and fastening any manual control of the property of printed matter, copy, drawings, eig.

May 9, 193

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No responsibility is assumed for any omission

Advertising rates: Page \$135; half page \$67.56; quarter page, \$33.75; ene-inch minimum, \$10.56; Classified, 75 cents a line, minimum order \$3.75.

as it sounds. There are still a let of our customers who like you and appreciate the personal service you render, such as sending for their cars and phoning back when they are ready. You will keep on bringing in the business all right." . . .

H. E. Holt, comptroller of the Palmer House in Chicago, has, in a few words, written a treatise on credit letters. It is contained in a letter that was recently sent out to a number of individuals who have accounts at this hotel. no need for the Schoolmaster to take this letter apart and analyze it for the benefit of the Class. It carries its own moral:

We have often felt that the Credit Department spends too much of its time trying to wheedle some money out of a chronically slow payer and lets the man who pays

"We of the Palmer House acknowledge with thanks your remittance for your March account and want you to know that we do appreciate your promptness very much."

New Addresses

Gillette Publishing Company, New York office, 155 East 44th Street. Clark-Hooper, Inc., advertising rearch, 17 East 45th Street, New York. The Robert E. Ramsay Organization, Inc., 330 West 42nd Street, Suite 1219, New York. Earle Ludgin, Inc., Chicago agency, 230 North Michigan Avenue, Chicago. Merrill Anderson Company, adverting agency, 305 East 46th Street, New York.

Rural Progress, New York office, 507

Fifth Avenue.
Frost, Landis & Kohn, publishers'
Chicago office, 360

Fifth Avenue.
Frost, Landis & Kohn, publishers' representatives, Chicago office, 360 North Michigan Avenue.
Cowan & Dengler, Inc., New York agency, 30 Rockefeller Plaza.
Fred A. Mayer, advertising artist, 216 West 102nd Street, New York.
The Old Colony Advertising Company and the General Outdoor Advertising Company, 541-543 Elmwood Avenue, Providence, R. I.
The Association of American Soap & Glycerine Producers, Inc., 381 Fourth Avenue, New York. Address change also covers Code Authority for the Soap & Glycerine Producers Association, Industrial Soap Association and the Cleanliness Institute.
The William J. Ganz Company, industrial films, 19 East 47th Street, New York.

To the man who feels that there must be ... somewhere ... a better printing service:

"You are right..... there is a much better service than the average... Maybe it is a lot better than you can imagine Certainly we try hard to make it that good. And you are invited to test it out."

MEDALLION 3-3500

CHARLES FRANCIS PRESS

461 EIGHTH AVENUE, NEW YORK

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ADVERTISING

Because the smallest want ad—
the largest multiple page section—when it runs in the Tribune
puts more cash in the cash drawer.

Chicago Tribune

During the first four months of this year the Chicago Tribune led all Chicago newspapers in volume of display advertising.